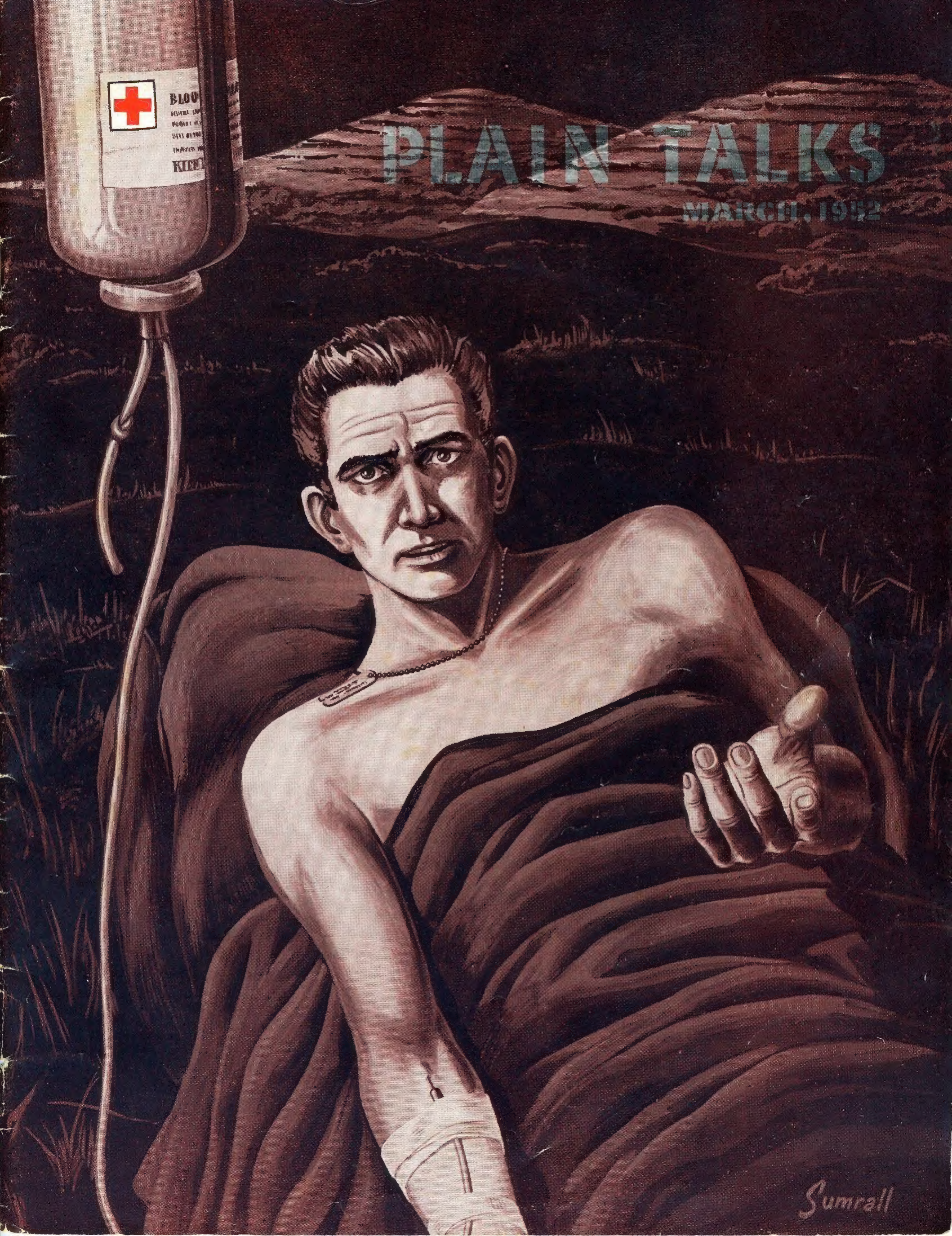


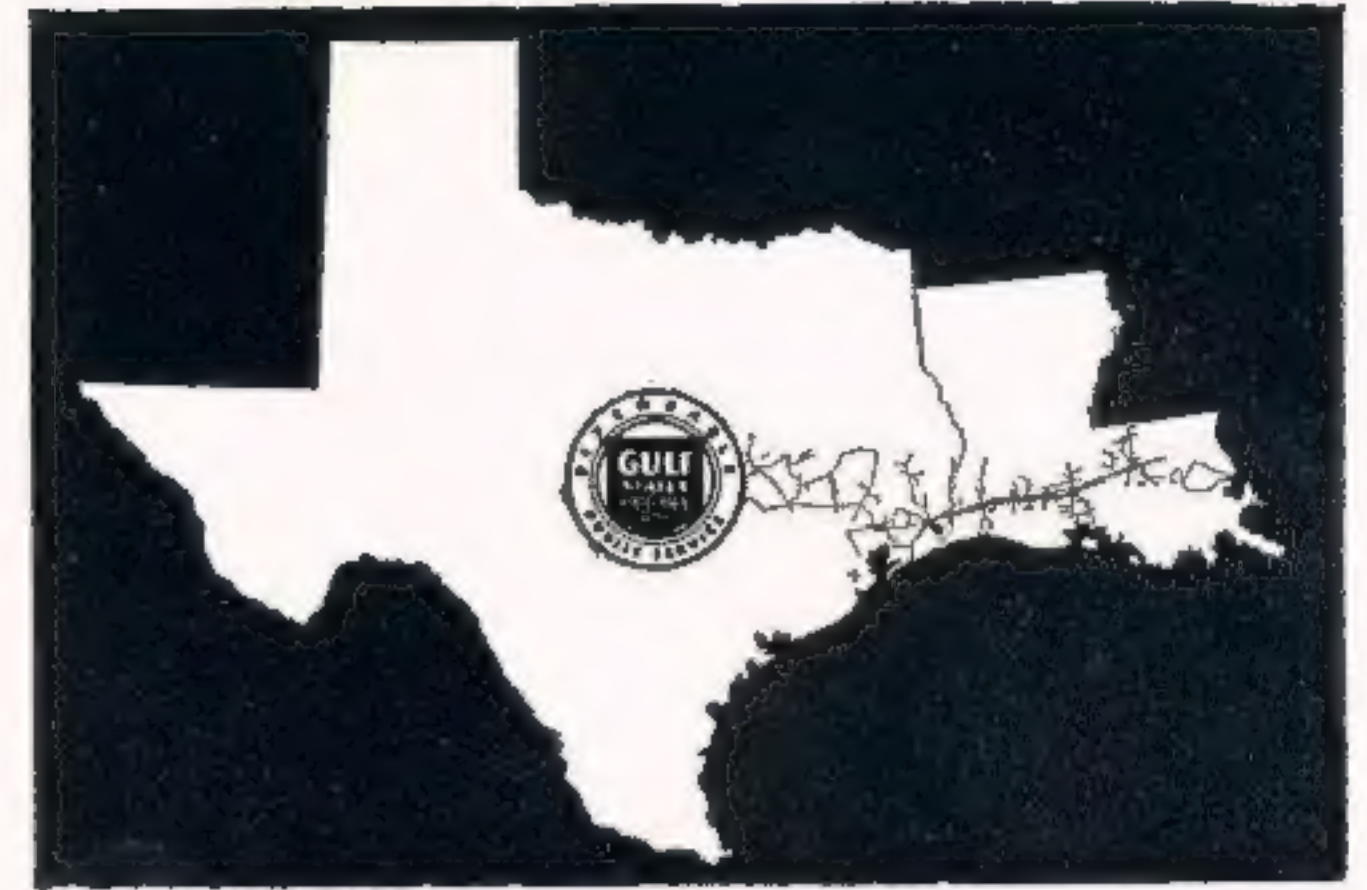
PLAIN TALKS

MARCH, 1952



Sumrall

PLAIN TALKS



*A magazine for employees of
Gulf States Utilities Company*

Vol. 30, No. 2

March, 1952

NO SPRING FEVER FOR REDDY

Spring — glorious, growing, green spring! Back into the days of antiquity, spring has been a good excuse for bards and minstrels, of lovers and those who shun work. Nature takes its course with the poets and the romantic, but plain “spring fever” is bad when there’s work to be done.

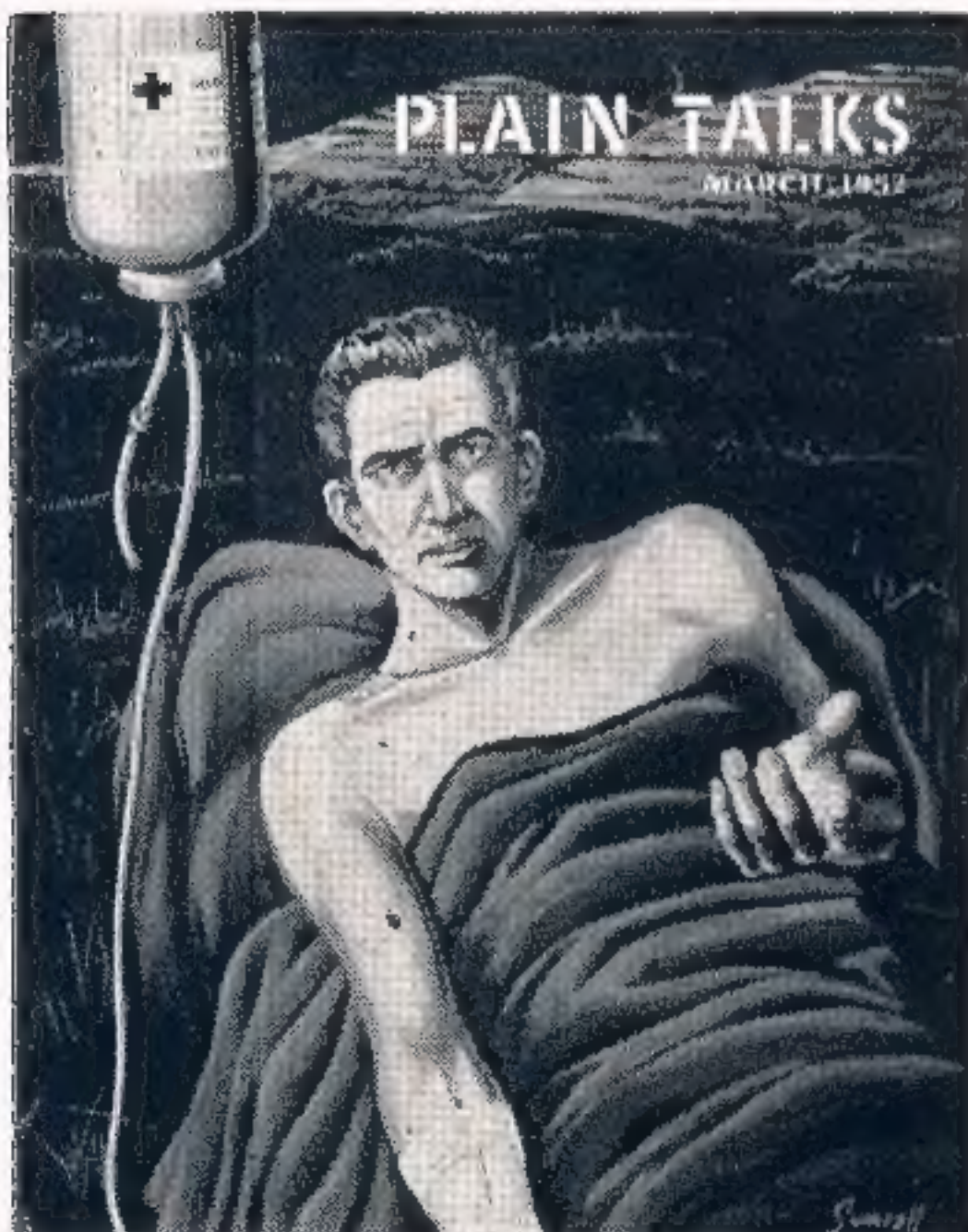
Reddy Kilowatt, for one, is immune to spring fever. Never in his history has Reddy been caught shirking work. Ample evidence of his activity is the job cut out for him in Gulf States. His program is prodigious, but already Reddy is hacking away at it.

This job, which is our construction program for the next three years, is estimated to require approximately \$78,500,000. This year alone, \$25,500,000 has been scheduled. Involved in this program are four generating units totalling 200,000 additional kilowatts of capacity, more steam boilers for Louisiana Station and more subtransmission facilities and distribution centers throughout the system. Three of the generating units are scheduled for Louisiana Station, with one 60,000 and one 40,000 unit scheduled for installation during 1953 and another 40,000 unit to be in by 1954. The remaining unit, 60,000 kilowatts, will be installed in the new Nelson Station at Scott.

The 200,000 kilowatts in themselves are an amazing expansion of our power plants. This increase is within 10,500 kilowatts of our total capacity at the end of the war. When installed, these new units will boost the total system capability to 806,000 kilowatts, which transformed into work is tremendous.

When you know that the use of electric power gives the equivalent of 200 able-bodied helpers to each American production worker you can readily see that Reddy Kilowatt is a real worker indeed. Then, considering the stepped up job he has planned for our Gulf Coast area, you know that there’s no “spring fever” for Reddy.

THE RED CROSS APPEAL



Plainly, yet dramatically, does the cover of Plain Talks this issue plead the cause of the American Red Cross and the many recipients of the donations of one kind or other made through this great humanitarian agency. March is traditionally the fund campaign month of the Red Cross, and although the majority of Gulf Staters have, no doubt, already made their respective fund quotas, the drawing on this cover has an added significance.

An original drawing by a Beaumont artist, R. Sumrall, this picture carries an urgent plea from half way around the world. Money, yes — but

more! Blood, life giving blood, is urgently needed by American boys fighting for us in far off Korea. And you can help! In typical Beaumont fashion, civic workers, whose leaders include several aggressive Gulf Staters by the way, took the lead in the Texas Gulf Coast and set up the area’s first Blood Center. Now it is headquarters for an area extending into thirty-two Texas counties and a portion of Southwest Louisiana.

It is our hope that our cover may not only stimulate the regular fund campaign, if and wherever it may lag, but that it may urge upon all who see it the responsibility of “answering the call” as you or yours would have it answered for you.

Editor—Kenneth Sutton

Managing Editor—Jerry Stokes

Associate Editor—Pete Drane

Associate Editor—Jim Turner

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Miner Reynolds.....Gas Dept.
Ella Andre Wendt.....Louisiana Station

BEAUMONT DIVISION

Lola Martin.....Beaumont General Office
Tom Stiteler.....Beaumont Line
Minnie Wilbanks.....Beaumont T & D
Tennie DeVore.....Liberty District
Naomi Haynes.....Neches Station
Sheelah Barron.....Orange District
Lois Day.....Silsbee District

LAKE CHARLES DIVISION

Eddie J. Belair.....Jennings District
Joyce L. Clark.....Lafayette District
Fay Denny.....Lake Charles Division
Betty Guidry.....Lake Charles T & D
E. C. McGehee.....Riverside Station
Pat Peveto.....Sulphur District

NAVASOTA DIVISION

G. B. Boswell.....Conroe District
Alma Greathouse.....Caldwell District
Louise Satory.....Calvert District
Jane Bazzoon.....Cleveland District
Raymond T. Wright.....Huntsville District
I. C. Moore.....Madisonville District
Ethel Doan.....Navasota District
Jeanette Sangster.....Navasota Division

PORT ARTHUR DIVISION

Wanda Hubbard.....Lakeside Plant
Elizabeth Whatley.....Nederland & Port Neches
Rosemary Vaught.....Port Arthur Division
Lorraine Dunham.....Port Arthur T & D

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Jerry Stokes.....Beaumont
Charles DeCuir.....Port Arthur
Lloyd Clements.....Lake Charles
Pat Griffith.....Navasota

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Traveling In Gulf States

BATON ROUGE DIVISION

Visitors to this unique section of America are invariably confounded by the sharp contrasts found in Baton Rouge and its surrounding parishes.

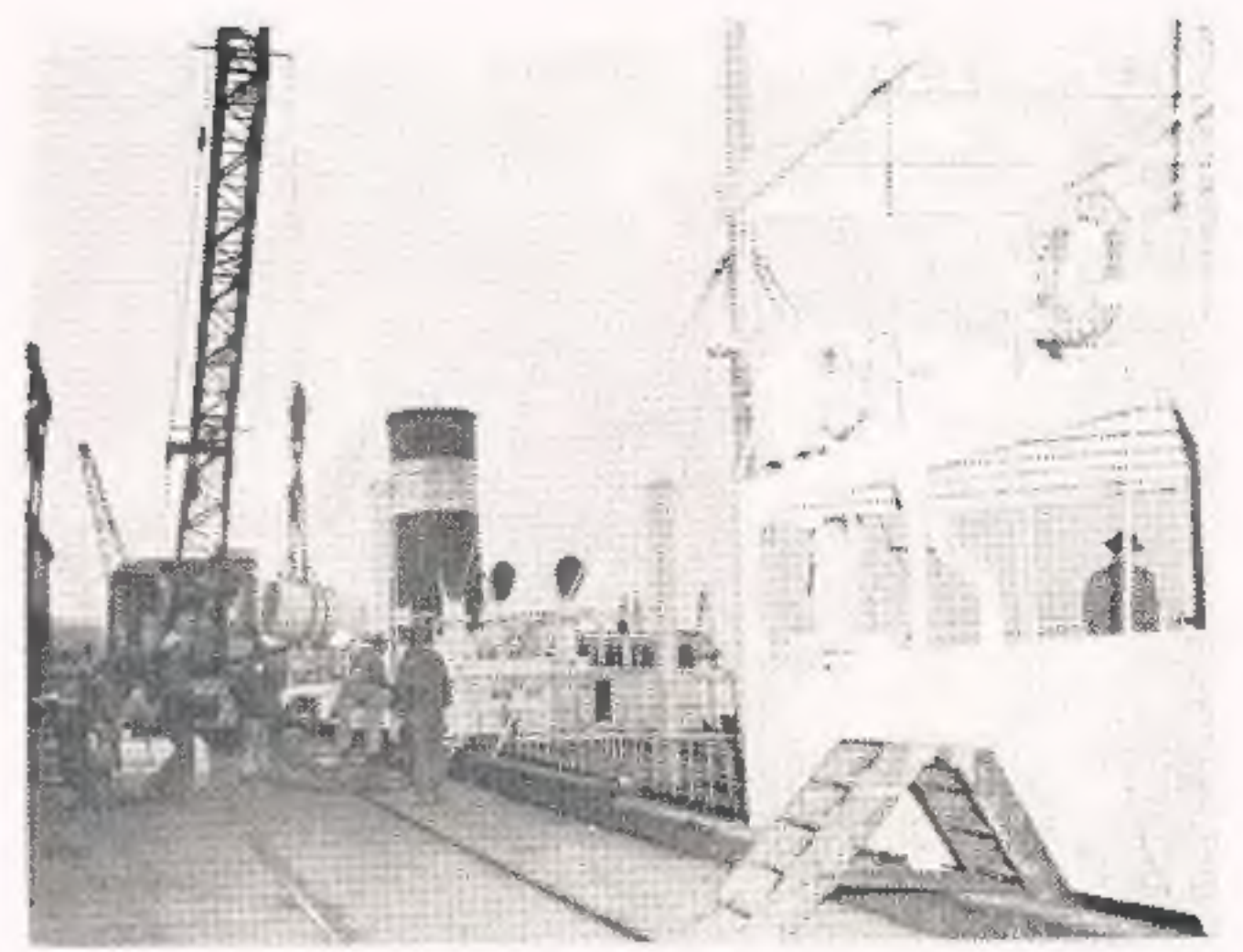
In thriving, overcrowded Baton Rouge proper, there is a hustle and bustle usually reserved for much larger cities; yet a short distance from the city one can discover the peaceful farming and dairying communities of Jackson and Clinton; cotton ginning and fishing towns like New Roads, Morganza and Port Vincent; sugar cane areas such as Port Allen, Plaquemine and Gonzales; the lumber centers of Denham Springs and St. Francisville; all of them placid and picturesque.

Back in Baton Rouge, there is the imposing sight of the 450-foot state capitol building, rising majestically from its 27-acre plot of beautifully landscaped gardens and ancient live oak trees; while six short blocks away stands the grim-visaged and historical old State Capitol building, with its battle-scarred turrets and the proud memory of seven flags which have waved over its walls.

There is a fantastic panorama of industrial activity in the northern part of the city, where Esso Standard Oil, Ethyl, Solvay, Kaiser, Copolymer, United States Rubber, Ideal Cement, Anderson-Dunham, Consolidated Chemical, Delta Tank and General Chemicals vie as to whose stacks shall belch forth the most smoke and flame. On the southern side of the city, meanwhile, the handsome buildings of Louisiana State University grace the rolling hills of its 3,000 acre plant, which enrolls 10,000 students annually.

In both the urban and rural sections, there are literally hundreds of low-slung and modern ranch-style homes, while a few miles away the stately columned mansions of a bygone era stand as a serene monument to a way of life forever gone.

Finally, there is the gleaming steel and cement bridge spanning the mighty Mississippi; and only a stone's throw downstream the old fashioned sternwheeled river steamers still paddle between Baton Rouge and Port Allen, ferrying



Ocean going vessels find first class accommodations at Baton Rouge's Municipal Docks.



passengers and automobiles in greater volume than ever before.

Like its sister city, Lake Charles, Baton Rouge is in the midst of a mighty industrial boom. During the "golden decade" of 1940-50, population in East Baton Rouge increased by an amazing 261.8 per cent; retail sales in Baton Rouge leaped 591.9 per cent; bank deposits rose 370.5 per cent, and the value of building permits skyrocketed an incredible 1777.7 per cent.

Proof of the boasted industrial stature of Baton Rouge can be seen from pictures on this page. Esso Standard's Refinery dominates the scene with over 9000 employees and a vast multi-million dollar plant, part of which can be seen (top left) behind their Mississippi River docks.

Solvay Process Company, which like Esso adjoins our Louisiana Station, is one of the big chemical plants operating in Baton Rouge. The picture of Solvay (second from top) also shows part of the Ethyl Corporation (far left) which makes tetra-ethyl lead, and more of the Esso plant.

Another important industry, still a part of the petroleum family, is the Plantation Pipe Line Company, third from top. This big pipeline system picks up refined products coming from several Texas Refineries and others in Louisiana to ship to the eastern seaboard.

Straddling the east approach of the famous Huey Long bridge are two more big industries (bottom left). In the foreground is Ideal Cement plant, a business begun within the past several months, while across the highway is the well known Kaiser Aluminum and Chemical plant.

Nowhere else in our system is there so much night-time industrial activity as at Baton Rouge. The scene below, taken from the river bridge, shows that production here runs full blast 'round the clock.





courts, splendid fishing areas for pan fish and fresh water bass within easy driving range, and, depending on the weather, good duck, dove, quail, rabbit, squirrel and deer shooting for the most rugged outdoorsman.

Evidence of Baton Rouge's high national industrial and cultural ranking is its impressive array of titles, including such spectacular nicknames as the "Chemical Center of the South," "Electric Power Center of Louisiana," the "World's Most Complete Oil Center," the "Farthest Inland Deep Water Port in America," the "Home of the Synthetic Rubber Industry," "Louisiana's Fastest Growing City," and "America's Most Beautiful Capitol."

The old State Capitol building (left) has been a Baton Rouge landmark for more than a century. Flags of France, Spain, Louisiana, Florida Republic, the Confederacy and the United States have flown from its masthead.

Typical pre-Confederacy colonial style home is "Greenwood", a 122 year old mansion near St. Francisville.

East Baton Rouge, with a population of nearly 160,000, is the leading source of manpower for the 215 industries located in Baton Rouge, but neighboring East Feliciana, West Feliciana, West Baton Rouge, Iberville, Ascension, St. Helena, Livingston and Pointe Coupee Parishes also supply workers for the city's more than \$100,000,000 annual payroll.

Favorite spectator sport in the area is football, with the L. S. U. Tigers and a dozen crackerjack area high school teams showing the way. Basketball, baseball and softball follow. For the athletically inclined, the city of Baton Rouge boasts three fine golf courses, half a dozen swimming pools, a dozen superior tennis courts, a modern bowling center, handball

The many streams and varied terrain in the Baton Rouge area offer much to the outdoor sportsman. Sections near St. Francisville are well stocked with quail, and bird dog field trials (left, below) are an annual event. Hardier fishermen claim the back bayou country is best for fishing, and prove it with the picture at bottom right.





A campus landmark dear to LSU alumni is the Campanila overlooking the Quadrangle.



Upstream on the Mississippi, about two miles from the bridge, is another Baton Rouge university. This is Southern University, seen at left, a school for Negroes. The plant, here too, is roomy and modern, and many of Louisiana's Negro population have attended school here.

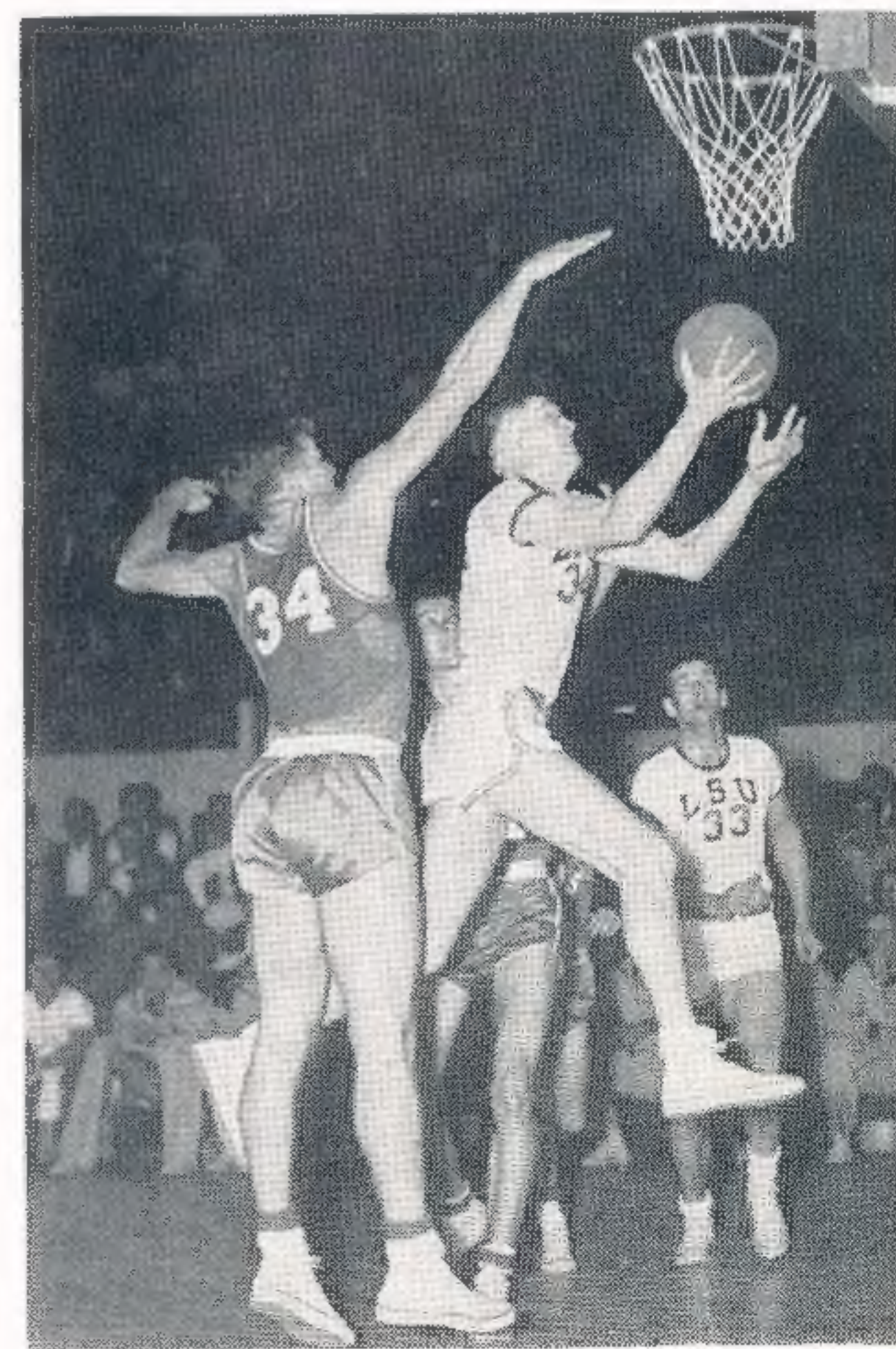
LSU is famous for its agricultural school, and probably more so for one of its best known buildings, the Agricultural Center (lower left). A magnificent arena, sometimes referred to as Baton Rouge's Madison Square Garden, the Center is host to stock shows, fairs and agricultural demonstrations throughout the year. With a seating capacity of 12,000 the Center is also utilized for rodeos, basketball games and boxing shows. Some of the Agricultural school's highly prized Jersey dairy cows are seen browsing in a pasture near the Center.



Baton Rouge is an educational center in addition to being the center of government and a great industrial center. Louisiana State University, the largest institution of higher learning in the state, boasts an annual enrollment of 10,000 students. The LSU campus, which is a Baton Rouge showplace, is beautiful and spacious and its buildings and plant facilities are modern and utilitarian. Four of the pictures on this page show some of the school's most interesting spots. Part of LSU's campus and some of its modern, attractive buildings can be seen in the picture below.



Basketball has become increasingly popular in Baton Rouge and the roomy accommodations at the Agricultural Building gymnasium is an invitation for everyone to come out and enjoy the sport. In the scene below, Joe Dean, All-Southeastern Conference guard for the LSU Tigers, makes one of his spectacular shots.



GULF STATERS

OWE MUCH TO THOMAS EDISON

Have you ever stopped to think for a moment how much we, as Gulf Staters, owe to Thomas Alva Edison? This man and his accomplishments should be of especial significance to every member of America's great business managed electric light and power industry. For it was through his tireless efforts that electric power as we know it today came into being. And it was through his efforts that we and approximately 300,000 other light and power workers throughout America are engaged in the electric power industry.

Though his greatest fame is commonly associated with his invention of the incandescent lamp, Thomas Edison's inventive genius produced many benefits enjoyed by every nation in the world. Numerous industries of today owe their beginnings to him. In fact, it has been said that one out of every nine persons in the United States is engaged in a business which Edison helped to make possible.

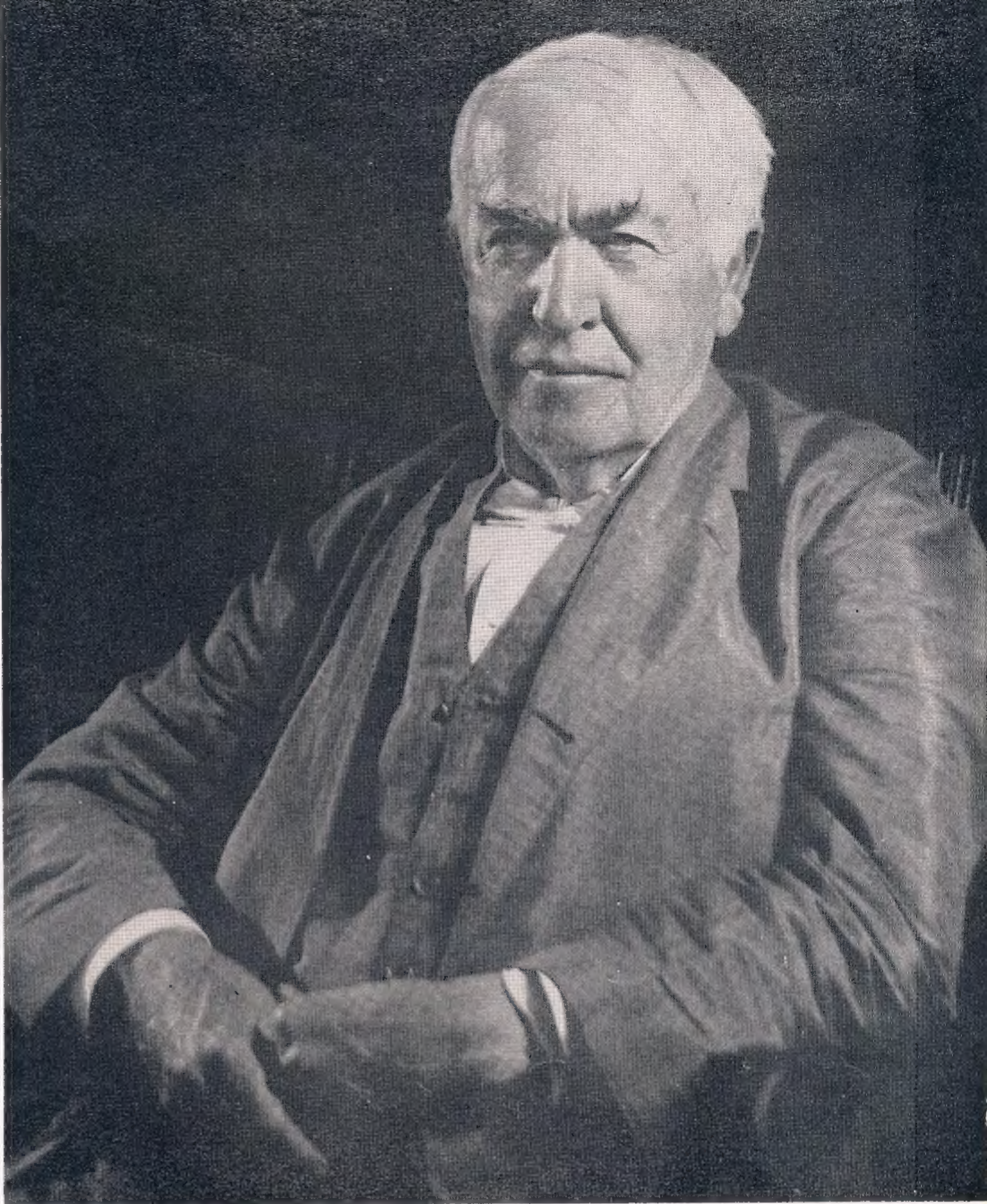
Thomas Edison was born one hundred and five years ago last month in a modest, story and a half brick cottage in the little town of Milan, Ohio. He was to devote his life to the service of his fellows and alter the destiny of mankind.

As a boy, his teachers were completely puzzled by this imaginative youngster and became critical of his scholastic ability and doubtful of his future as a student. However, young Edison's mother understood the boy and, being well-educated herself, undertook to give him all of his schooling at home.

At the age of nine years, Thomas Edison had become an eager student of chemistry and was constantly making experiments in the cellar of the Edison home.

In order to obtain money to purchase chemicals and apparatus for his experiments, he took a job as a newspaper boy on the Grand Trunk Railway passenger train running between Port Huron and Detroit. Being an enterprising lad, he later secured further newspaper concessions on other passenger trains and hired other boys to work on them under his supervision.

But his experiments still remained his most absorbing interest. He even installed a laboratory in the baggage car of the train. He also used this space to print a newspaper which he sold for three cents a copy and averaged a circulation of 400 copies a month.



Thomas Alva Edison, "The Wizard of Menlo Park"

These arrangements all came to a sudden end when one day the train lurched badly and a stick of phosphorous, falling on the floor of the car, exploded and started a fire. The conductor was so enraged that he threw Edison and his equipment off the train.

Edison's numerous train jobs ended and he was taught to become a telegrapher by a grateful station agent whose child's life he had saved by rescuing her from the path of a moving freight car. He worked as a telegrapher for five years, preferring night work so that he might continue his experiments during the day.

When 21, Edison went to Boston to work for the Western Union Telegraph Company and it was in that city that he made his first invention—a vote recorder which received little acceptance.

It was at this time that Thomas Edison resolved to give up telegraphy and become an inventor.

Leaving Boston, he arrived in New York—penniless. A stroke of good luck

happened when he was able to repair a quotation ticker in the office he was visiting. The manager hired young Edison at a salary of \$300 a month to care for such equipment.

A short time later, Edison became a partner in the firm of Pope, Edison and Company, a business which was later absorbed by the Western Union Company.

At this point, though only 22 years of age, he became more completely engaged in inventive research and opened a shop in Newark, New Jersey. From 1870 to 1876 he had 120 patented inventions recorded in his name.

In Newark, Thomas Edison was married to Mary G. Stillwell and moved to Menlo Park, New Jersey when he established his famous laboratory. One of his first inventions here—and one of his favorites—was the phonograph. His first recording was the well-known rhyme, "Mary had a little lamb."

(Please turn to Page 19)

NEW PRODUCTION ASSIGNMENTS MADE



Robertson



Lawton



Eddins



Whitten



Hirsch

Five production department men received important new assignment in a series of changes announced during February.

R. J. Robertson, formerly superintendent of production—Louisiana, was appointed superintendent of production, a newly created system position. He will continue to make his office in Baton Rouge.

R. H. Lawton, who has been superintendent of Riverside Station, transferred to Beaumont and has been appointed superintendent of Neches Station.

L. R. Eddins, former chief engineer at Neches Station, has been transferred and appointed superintendent of Riverside Station.

W. A. Whitten, former electrical maintenance superintendent—Texas, has been appointed chief engineer of Neches Station.

L. L. Hirsch, superintendent of standby stations, has been appointed to assume general supervision of the diesel units located in the Navasota division.

All appointments were effective February 15.

Mr. Robertson, who graduated from Williamson Trade School as an operating engineer, has been with Gulf States' predecessors and former affiliated companies since 1926. He worked as an efficiency engineer, combustion engineer and operating engineer at Baton Rouge and Tampa, Florida before becoming superintendent of Louisiana Station in 1945. Immediately prior to 1945 he spent five years in the Betterment division of Stone & Webster, starting various power plants throughout the country during the war period.

Mr. Lawton began his career with the old Baton Rouge Electric Company as an oiler in 1918. He subsequently worked as a fireman, watch engineer, turbine operator and station and operating engineer at Baton Rouge, Beaumont and Orange and for several years at Pensacola, Florida. He was transferred from Beaumont and made superintendent of Riverside Station when the Lake Charles plant was put into operation in 1947.

Mr. Eddins has been employed at Neches Station since shortly after the Sabine area station was built in 1926, with the exception of one year at Navasota. Prior to 1926, he had worked at power plants in Fort Worth. His jobs at Neches Station included those of fireman, office engineer, maintenance foreman, maintenance engineer and chief engineer.

Mr. Whitten, who started his Gulf States career coincident with the commencement of operations at Neches Station, has been located at the plant for 26 years. Before 1926, he had worked at power stations at Pawtucket, Rhode Island and Aurora, Illinois. He has been electrician, chief electrician and station electrician at the plant. Mr. Whitten attended Wentworth Institute and Brown University for a time.

Mr. Hirsch began employment with the Eastern Texas Electric Company at Port Arthur on April 4, 1925. He had previously served with utility companies in Houston, Baton Rouge, and Pensacola, Florida. He was transferred to Beaumont in 1927 as a first assistant chief engineer and has served as station superintendent of Reserve Steam Stations in Port Arthur.

Coed: "Oh, professor, what you must think of me now that I've kissed you!"
Professor: "You'll pass."



VIDOR BAND JOINS FORCES WITH REDDY KILOWATT — Along with other organizations throughout our system, the Vidor school band got into the highly successful lamp campaign sponsored by our sales department during the latter part of 1951 and into the early days of this year. The 115 enterprising youngsters in the band wanted to go to New Orleans for the Mardi Gras and were willing to earn their own way, too. So, when School Superintendent Julian Greer heard about the plan sponsored by Gulf States through Wood's Cash Grocery of Vidor they worked out a plan whereby the band students could sell lamps on a commission basis. The hustling youngsters sold almost 200 lamps and earned almost \$600, making everyone happy, including Reddy. Shown in the picture above, are Groceryman Frank Woods presenting their check to Band Director Brady Sowell as Beverly Kelly, Jimmy James, Superintendent Greer, Sam Rutledge and Richard Dear look on.

Beaumont Credit Union Officers Elected At Special Meeting

At a special Directors' Meeting of the Gulf States Utilities Employees' Federal Credit Union, held in the Assembly Room at Service Center in Beaumont, Texas, Monday, January 28, 1952, at 9:30 p.m., the following officers were elected to serve for 1952:

W. A. Whitten	President
J. B. Bishop	Vice-President
Ruby Ray Ridley	Treasurer
W. V. Faver, Jr.	Assistant to President
E. A. Bode	Assistant to Treasurer
P. P. Newman	Director
R. M. Dunn	Director
J. Kirby Jones	Director
T. O. Charlton	Director
R. J. Orrick	Director
R. Earl White	Director

The Educational Committee to serve for the year 1952:

J. B. Bishop, Chairman, J. K. Jones, Robert Guidry, Vice Chairman, Tom Stiteler, V. P. Gayle, C. W. Winborn, N. G. Carpenter, W. H. Caswell, L. N. Brannan, H. C. Davidson, H. E. Norman, Ben Fannette, J. P. Peckham, Mary Dewey, J. P. Peveto, and C. E. Johnson.

The Credit Committee to serve for the year 1952:

R. M. Tompkins, Chairman; H. S. Charlton, L. G. Maher.

The Supervisory Committee to serve for the year 1952:

H. C. Hansen, C. W. Shrigley, Robert Guidry, Chairman.

Thirty Year Club

NEW SERVICE CLUB MEMBERS

Twenty Year Club



Tennie S. DeVore
Accounting
Liberty



E. Rauschenberg
T & D
Lafayette

(By printing Service Award pictures the month of the actual anniversary Plain Talks hopes to give added recognition to the new Service Club Members. Publication date of Service Award pictures in Plain Talks does not affect in any way the awarding of Service Club pins or the annual Service Club meeting.)



J. Q. Barrick
Gas
Baton Rouge



C. L. Schooley
T & D
Beaumont

Ten Year Club



Stanley E. Davis
Production
Baton Rouge



W. W. Due
T & D
Beaumont



B. L. Campo, Jr.
Accounting
Baton Rouge



W. B. Murray
Production
Beaumont



Verdith J. Parker
Accounting
Baton Rouge



A. L. Whitson, Jr.
Production
Beaumont

Thirty Year Club

Twenty Year

Ten Year Club



Aaron Barber
Gas
Baton Rouge



Wilbert Bell
Production
Baton Rouge



George Chapman
Production
Baton Rouge



M. Whitaker
Production
Baton Rouge



Billie Corbin
Production
Baton Rouge



D. A. Minor
Accounting
Navasota

Married

Berta Laycock, formerly of Baton Rouge, T&D, was married to Carroll S. Mayer, Jr. on February 15 at the St. James Episcopal Church with close friends and members of the two families attending. Berta has resigned and at present she and her husband are making their home in Baton Rouge.

Helen Rea, Baton Rouge executive secretary, married Goode Smith of Baton Rouge in a ceremony which gained widespread attention from the couple's many friends in Baton Rouge. Mr. Smith is employed at Louisiana State University. The couple are residing in Goodwood. The ceremony took place New Year's day.

Mrs. Martin Says Thanks

Mrs. Lola B. Martin, Beaumont sales, who is now recuperating from a serious illness, wishes to express through PLAIN TALKS her deep appreciation for the many kindnesses extended to her while ill.

Mrs. Martin, who required a number of blood transfusions, wants particularly to thank those Gulf Staters and the others who volunteered blood on her behalf. Also, she warmly thanks those who proffered and gave her help and the solicitude of the many Gulf Staters who visited her while confined to the hospital.

"Private enterprise" need not and should not refer solely to business and industry. Private enterprise encompasses all activities in the community, state or province, and nation, not performed by government. The preservation of our way of life depends upon keeping in private hands the leadership of service, civic, cultural, philanthropic, fraternal and religious organizations as well as leadership of our business enterprises.

Kiwanis Magazine, January 1952

Mrs. Martin is rapidly growing stronger and is expecting to be back on the job in the very near future.

REDDY WELCOMES

New employees in the Gulf States family. A smile and a handshake will help them feel at home. Look them up.

BATON ROUGE

Georgette E. Adams, Cust. Accounting
Norma Alford, Sales
Fred J. Bolton, Jr., Operations
Dennis A. Dourg, Gas Dept.
Henry G. Gergeron, Jr., T&D
R. W. Guffey, T&D
H. L. Howard, Operations
Frieda M. Krupp, Production
Ollen Earl Lang, T&D
P. J. LeBlanc, T&D
Rita G. LeBlanc, Departmental Clerk, T&D
Angelo Mancuso, Accounting
Batiste J. Moran, Gas Dept.
Robert F. Nichols, T&D
Calvin Tucker, Jr., Gas Dept.
John Lee Warmack, Production

BEAUMONT

Maurine M. Alford, Cus. Accounting
Romona D. Blackstock, Accounting
Ted L. Brooks, T&D
Gwendolyn C. Camper, Cus. Accounting
Opal L. Crosby, Corporation
Lillian S. Durham, Accounting
Katherine V. Eastham, Accounting
J. E. Fisette, Jr., T&D
Ruby D. Howard, System Engineering
Paul Lamar, Jr., T&D
Barbara Anne Landry, Purchasing
Ward C. McCurtain, Accounting
T. H. Phelps, T&D
Ivo I. Phend, Jr., System Engineering
Signora Scott, System Engineering
D. C. Sheppard, T&D
Vivian B. Stansbury, Accounting
Jacques Trahan, T&D
Lavern T. Weisman, Accounting
L. E. Wenzell, Jr., T&D
Billie M. Westbrook, Construction Budget
Edwin H. Wheeler, Jr., System Engineering
John T. White, Accounting

CLINTON

Betrice C. Gross, Accounting

CONROE

Phyllis S. Cummings, Accounting

LAKE CHARLES

Delores J. Comeaux, Sales
Rita M. Hale, Customers Accounting
Harold Lewis, Water Dept.
Tilda G. Vallow, Customers Accounting

LIBERTY

A. J. Ellison, T&D

NAVASOTA

Edroy Gaines, T&D

PORT ARTHUR

Jessie L. Benoit, T&D
Russell M. Melancon, T&D
Johnnie Hudson, T&D
Eddie C. Smith, T&D

ORANGE

Sheelagh Barron, T&D
Edna Mae Jewell, Accounting
Barbara R. Sweet, T&D



FIRST OVER THE TOP — Beaumont Gulf Staters this year exceeded a traditionally good record in Red Cross fund campaign giving by being the first firm in Beaumont to win a 100% banner. With a quota of \$3150, employees and the company had already raised \$3238 at the first Red Cross report meeting held March 4. Inasmuch as Red Cross drives across our system are just getting underway and Plain Talks is going to press as this is written, we have no reports about Gulf Staters in other towns but its a foregone conclusion that they too will be "going over the top" in typical Gulf Stater fashion and we'll have some more pictures like this one for the next Plain Talks. Those in the above picture, from left to right, are: President Roy Nelson, Kenneth Sutton, Jack Kirkland, R. H. Magruder (co-chairman of the city commerce and industry division who presented the banner) Victor Faver, P. G. Simon, Al Gajeske, E. E. Figari, L. F. Riegel and H. C. Davidson, who as chairman of the company campaign committee received the banner. Workers not present when this picture was made are: Paul Masterson, J. E. Westbrook, Ellie Prejean, Bob Dear, Julius Meinscher and Brooks Bishop.

SILSBEE

Eleanor Hall, Accounting

SULPHUR

Leroy Anderson, Sales

RE-INSTALLED FROM MILITARY SERVICE BATON ROUGE

J. O. Benton, Gas
C. E. Chambers, Production
W. R. Felsenthall, T&D
C. E. Smith, Production

BEAUMONT

George G. Hickman, T&D
Ray P. Thompson, T&D

DENHAM SPRINGS

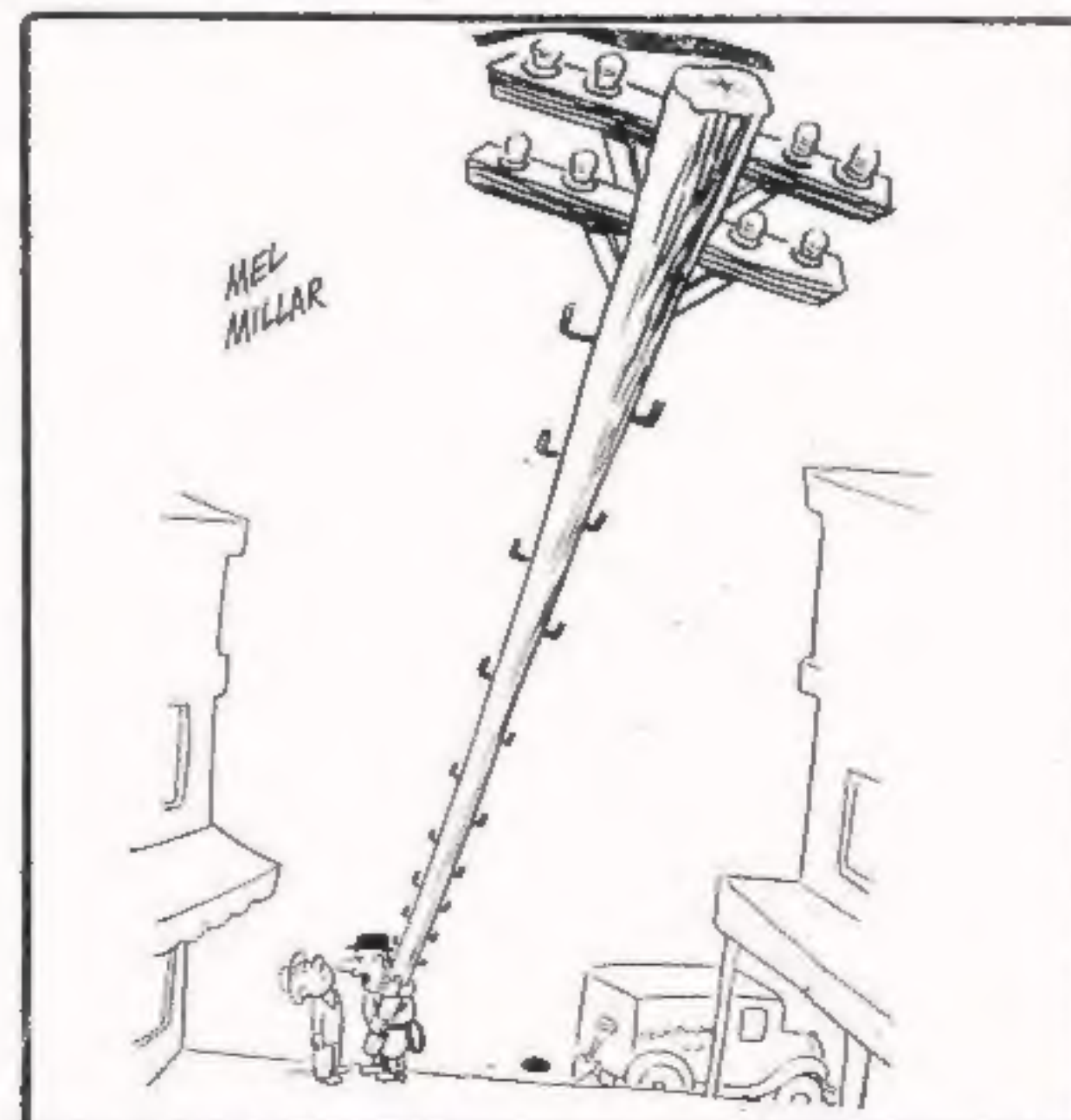
H. G. Delaune, Accounting

LAKE CHARLES

J. T. VanWinkle, T&D



Beaumont Sales 100% — Brooks Bishop, Beaumont Sales, a member of the Red Cross Drive Committee, on behalf of the entire Beaumont Sales Department receives the first 100% banner to be won. Presenting the award is H. C. Davidson, Chairman of the Gulf States Red Cross Fund Committee.



Of course its heavy, each one of those spikes weigh three pounds.

It's a little known fact Edison scraped together a mere \$300,000 to found the industry which changed the entire living pattern of the world. Today the business-managed electric industry has assets of more than 20 billion dollars, over 66,000 times the capitalization of the original company.

PLAIN TALKS TO SERVICEMEN

Plain Talks would like to mail copies of the magazine to Gulf Staters now in service. If any of our readers have these addresses, please give them to your Plain Talks reporter to mail in, as we do not have any way of knowing the whereabouts of these people.

We would like to make this list 100% complete. Please help us.

MRS. BEN EXNER NAMES HOME SERVICE PAGE

plain and *Fancy* talk



Top left: MRS. BEN EXNER, right, first prize winner of PLAIN TALKS "name the page" contest receives an electric clock from Miss Evelyn Wilsford, Baton Rouge Home Service Advisor. Top right: MRS. SAM McKENZIE, left, runner-up in the contest, looks over her Betty Crocker cookbook prize with Miss Lenora O'Neal, Beaumont Home Service Advisor.

Well, ladies, here it is, our new home service section. And PLAIN TALKS is mighty proud of this addition. Thanks go to Mrs. Ben Exner of Baton Rouge who won first prize with her "Plain and Fancy Talk" and also to Mrs. Sam McKenzie who copped the second prize in our name the page contest.

This new department of PLAIN TALKS brings much useful material to you modern homemakers. Each issue will bring helpful features which you will find interesting and informative. Tentative plans have been made for articles on home planning, interior decorating and house cleaning short cuts, to name a few, not to mention all of the taste-tempting and labor saving kitchen hints which are in store.

This month we are featuring a top-notch kitchen planning story by Thelma Carson, Beaumont home service advisor. We think you'll like it.

Next issue, thanks to the Baton Rouge Home Service Department, there'll be a feature on shrimp and the many ways it may be prepared. Coming from a section which is already noted for its fine shrimp dishes, we feel that this feature will be much enjoyed by all of our readers.

Let us know what you think of this latest member of the PLAIN TALKS family. Remember, its designed to please you, so let us have your comments and suggestions.



RAPT ROTARIANS didn't miss out on a single thing when Lake Charles division home service advisor, Berla Whiddon, gave a short demonstration to the 26 members of the Sulphur club recently. Berla explained what "home service" work is, whipped up the lovely cake seen here plus a few other tasty items and then illustrated some of the more important features of kitchen planning and school lighting. Effectiveness of the meeting was proved by the immediate response of three members who made appointments for later demonstrations. One appointment was to help plan remodelling of the Methodist Church parsonage kitchen.

plain and *Fancy* talk about *Kitchens*

by Thelma H. Carson
Beaumont Home Service Advisor

Kitchens have assumed quite a prominent place lately—in neighborly conversation, in magazines, in architectural circles and most important of all, in the home. The cause of all this attention is that at long last kitchens are being scientifically **planned**, a long overdue development.

Thanks to kitchen planning, this very important area of the home is no longer the hit and miss arrangement it once was when the range or refrigerator was placed along a wall simply because there was a space for it and all the cabinets were lined up with the sink. The research done on kitchens has resulted in certain basic standards that make today's planned kitchen more efficient, labor saving and livable than at any time since man first started cooking his food.

A **planned kitchen** is just what the name implies—a well organized work area planned according to individual needs and circumstances. It includes the major and portable appliances arranged in what are called "work centers", to provide maximum efficiency of operation. With its modern simplicity, the planned kitchen is unusually attractive and easy to keep that way because there is a convenient place for everything.

The Triangle of Efficiency

A modern planned kitchen is organized around three major work centers: **Mixing and Food Storage Center**, the **Cleaning and Preparation Center** and the **Cooking and Serving Center**. These basic work centers are laid out according to the "**Triangle of Efficiency**" principal, which determines the location of the range, refrigerator and sink to provide the most convenient and practical working arrangement.

The formula for the triangle principle is developed from these basic requirements: The mixing and storage center should be near the service entry to speed the storing of all foods. The cooking center should be near the dining room door or the most used eating area to speed the service of hot meals. The cleaning center, as the third point of the triangle, should be between the other two centers.

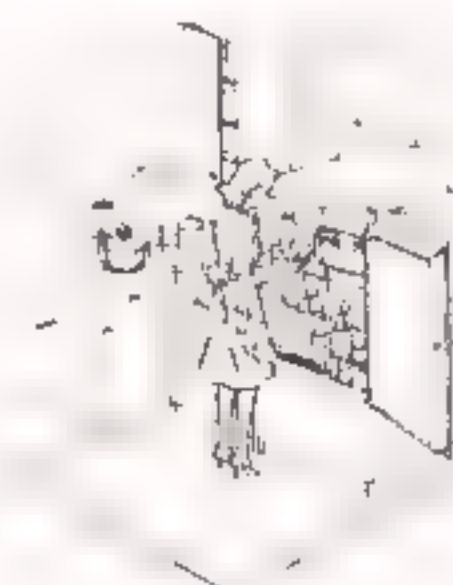


KITCHEN PLANNING is simplified in the initial stages by the use of miniature equipment. Here Mrs. Carson shows a customer how her new "planned" kitchen will look.

This triangle arrangement is feasible no matter what the shape or size of your kitchen—and it pays worth-while dividends in reduced footwork as the busy housewife paces back and forth with the usual kitchen activities. If you have ever counted the number of quick trips between the sink, refrigerator and range as a meal is being prepared you know they run into thousands of steps in a single day. Each work center is designed to be as self-contained as possible and includes counter tops for working areas together with necessary storage cabinets. The cabinets house all portable electrical appliances, utensils and other equipment as well as staple supplies. All are located according to function in order to effect the greatest time and step-saving efficiency.

Mixing and Food Storage Center

Located near the outside entrance, the planned storage center is dominated by

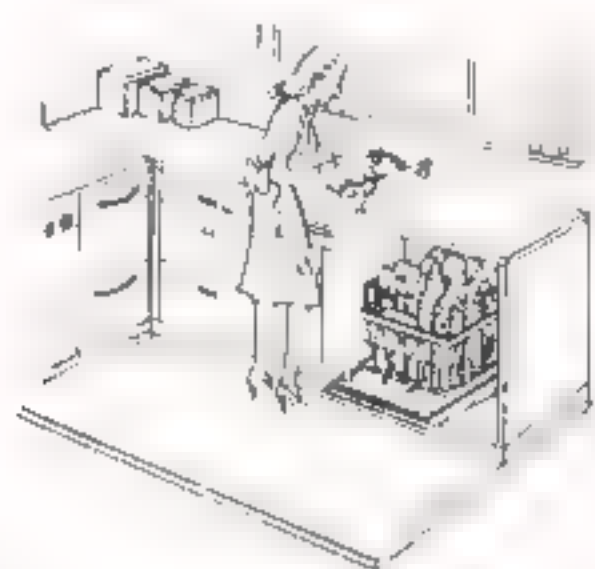


an ample size electric refrigerator. Cabinets are provided for staple foods and mixing equipment used at this point, with overhead cabinets above the refrigerator. The counter tops of the standard base cabinets in this center provide important working space and the refrigerator door should always open toward the cabinet

work surface. Here is the ideal place for the electric mixer so mixing operations may be done with a minimum of effort.

Cleaning and Preparation Center

This area features the sink with the electric dishwasher and the garbage disposal unit. The cleaning center is the source of water, where vegetables and fruits are prepared. The cabinet housing the sink also serves as a handy place for storing soaps and detergents. Drawers for cutlery, towels and aprons as well as cabinets for "every day" china and glassware are additional time and step-saving details included. Placing your cleaning center between the storage center and the cooking center will reduce your "trek-time" about half during meal preparation.



Cooking and Serving Center

The electric range is the heart of this center. It makes the cooking task easier—almost completely automatic—and you get speedy cooking plus kitchen cleanliness and safety, too. The cooking center should be located near the dining area so that hot foods need be carried only a short distance to the table. Cabinets adjacent to the range provide additional space for cooking utensils, serving dishes, condiments and other supplies.

Now its easy to say that you'll just mention some of these fundamental rules to the architect and the building contractor or the carpenter doing the building or remodeling and you'll come up with a planned kitchen. But it isn't that simple.



There are innumerable combinations of room sizes, shapes and arrangements. There's a U-shaped kitchen, an L-shaped, a two-wall or one-wall kitchen. Which one do you want? Which one do you need? It may be which one can you have!

First you must establish how much storage, work surface and equipment space you need. This definitely influences the type kitchen selected. Each working center must be arranged in relationship to the others. Doors and openings should be located so as to cause a minimum of interference, to the equipment and to

workers in the kitchen and be placed so traffic thru the kitchen will go around rather than thru the work center. If any piece of equipment is separated from the other equipment it should have storage and work space by it and consideration should be given to heating and ventilating the room. There are many more things, all very important, to consider.

Then let's look at the different types of kitchens. **The U-Shaped Kitchen** is considered the ideal arrangement. It gives maximum efficiency and convenience. The sink center is usually placed at the bottom of the U with the refrigerator and range centers forming wings. Parallel work surfaces should be at least four to five feet apart.

The L-Shaped Kitchen is also an efficient kitchen arrangement and is very popular because it is easier to achieve when remodeling. It provides continuous work surfaces along two joining walls.

The Two-Wall Kitchen is used in a long narrow room with doors at each end. This arrangement is not especially desirable because it allows traffic through the work area. However, it works well in conjunction with adjoining laundry, dining area or other areas. The sink should be placed on the opposite wall from the range and the refrigerator can be placed on either wall. The kitchen should be at least eight feet wide to permit the use of cabinets on both walls.

The One-Wall Kitchen is best suited to summer homes and apartments, although it affords less storage space. It is adapt-

able to living room kitchen combinations. The wall should be not more than 15 feet long.

So there you have it. Without planning you can see that even if you buy all the latest, most expensive equipment and appliances available, you could still have a kitchen that would be inconvenient, inadequate and inefficient. **WITH PLANNING** it will be efficient, inspiring and inviting.

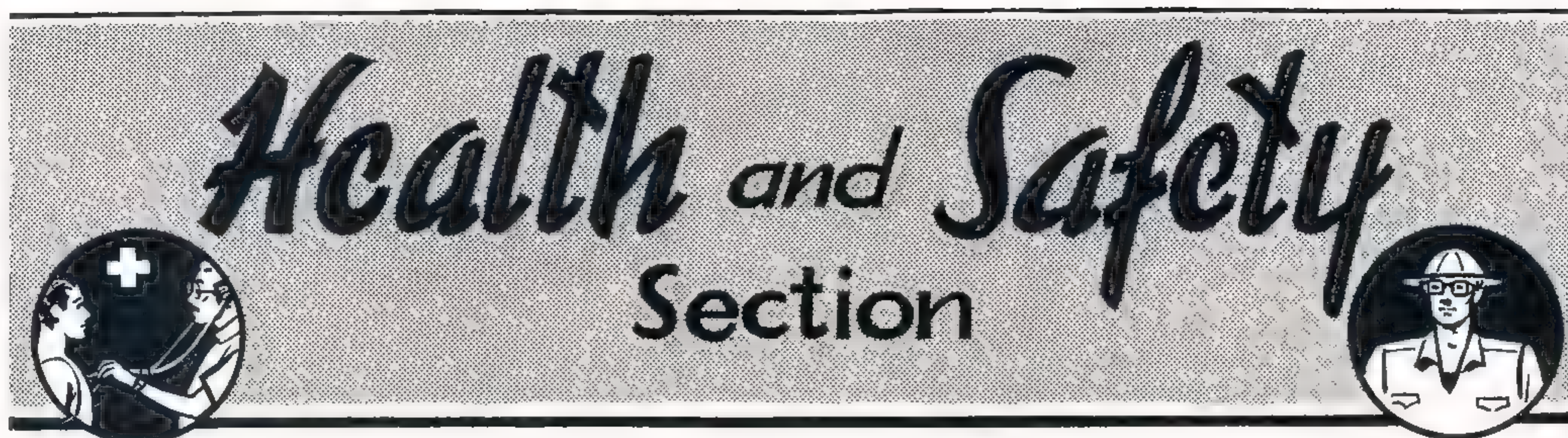


Advice by someone with "know-how" in kitchen planning is the difference—and is why, incidentally, our Company provides a **Free** kitchen planning service for our customers. Knowledge and experience are essential in achieving the **Planned** kitchen, that very last word in arrangement, appearance and utility that every homemaker dreams about.

At our kitchen planning centers the latch strings are always out, just inviting an opportunity to serve. Come in for help with your plans and tell your friends we can help them, whether its a complete new kitchen, remodeling of an old one or merely the placement of a piece of equipment. We want all our customers to enjoy modern living to the fullest—through dependable public service by Gulf States.



WELL PLANNED is the modern all-electric kitchen above. This L-Shaped kitchen shows a convenient arrangement of the three major work centers: the mixing and food storage center, the cleaning and preparation center and the cooking and serving center. In addition, a home laundry area is shown at the right. This spacious kitchen was planned by Mrs. Carson for a Beaumont customer.



NAVASOTA AND LAKE CHARLES DIVISIONS WIN “PRESIDENT’S AWARD” SAFETY CONTEST

Navasota Division with only one lost time accident during 1951 won the Roy Nelson award for the past year. Lake Charles division with nine vehicle accidents is the winner in the vehicle section of the contest.

The Navasota division is always high up in these contests, having won one of the awards each year since the contest was started. Lake Charles division is a good example of what can be done with concentrated effort on motor vehicle accident prevention. Congratulations to Lake Charles and Navasota Divisions for their efforts in behalf of Safety.

Division Standings

PERSONAL INJURY ACCIDENTS BY DIVISIONS

Place	Division	Lost Time Injuries
1	Navasota	1
2	Port Arthur	3
3	Beaumont	5
4	Lake Charles	7
5	Baton Rouge	7

MOTOR VEHICLE ACCIDENTS BY DIVISIONS

Place	Division	Chargeable Accidents
1	Navasota	3
2	Port Arthur	5
3	Lake Charles	9
4	Beaumont	15
5	Baton Rouge	22

Note: Dollar damage enters into determination of Motor Vehicle winner.

PAST EXPERIENCE

Year	Lost Time Injuries	Days Lost	Fatalities
1942	65	786	0
1943	43	589	0
1944	34	501	0
1945	25	479 + 320 A	0
1946	43	292 + 1200 B	2
1947	45	512 + 201 A + 6000 B	1
1948	34	629 + 396 A + 12000 B	2
1949	40	41 + 18000 B	3
1950	18	656 + 4000 C	0
1951	23	266 + 6000 C	0

A=Estimated days off due to injuries in previous year

B=Days charged for fatalities

C=Days charged for permanent injuries

Accident Count by Departments

HERE'S WHERE THEY HAPPENED

	Personal Injuries
Accounting	
Janitors	0
Machine Operators	0
Meter Readers	1
Storeroom	0
Others	0
Sales Dept.	1
Engineering Depts.	
Appliance Repair	1
Garage	0
Line Construction and Maintenance	8
Service	3
Substation	1
Meter	1
Production	
Steam and Elec.	3
Water	1
Gas	1
TOTAL	21

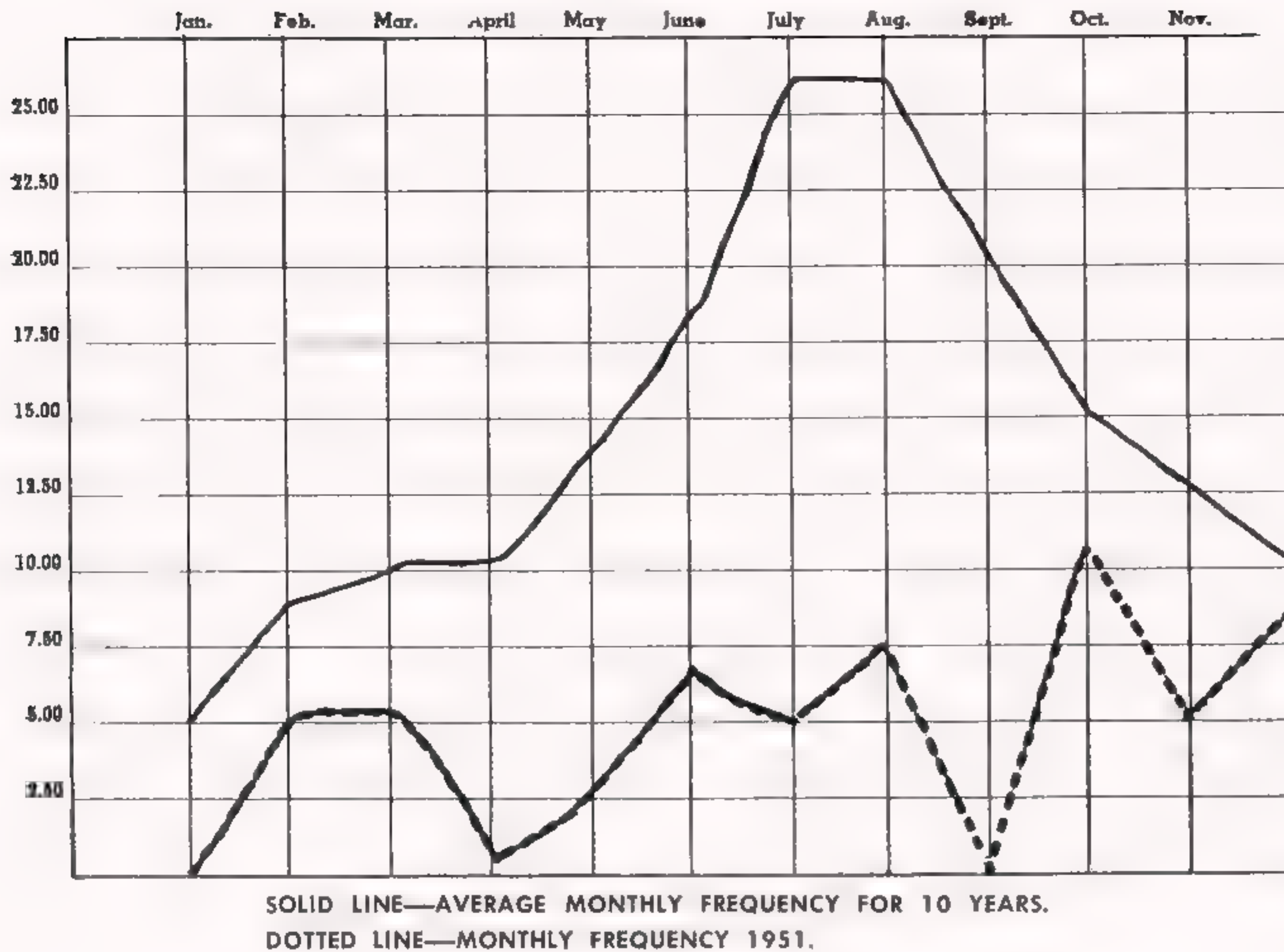
COMPARISON

National Rate 1950	Frequency — 11.96	Severity — 1.96
GSU Rate for 1951	Frequency — 4.86	Severity — 1.32



WE'RE BEATING THE DRUMS for a better safety record in 1952 than in 1951. There isn't any advantage at all in growing older if we don't benefit from our past experiences. If each one of us would resolve to **THINK** of safety when we start out each day, and as we start each new job each day, we can make a safety record that would be a record. Let's try it!

MONTHLY RECORD OF GULF STATES ACCIDENT FREQUENCY



Keep The Home Fires FROM Burning

Any accidental fire is tragic, but a fire in the home is the most tragic and horrible of all.

Most fires in the home are caused by the following: rubbish, defective chimneys, combustible roofs, defective heating apparatus, matches and careless smoking; gasoline, kerosene, etc.; and electrical defects. Safeguard these hazards and you will usually keep fire from your door.

Provide covered metal cans to hold necessary collections of rubbish. Remove rubbish regularly from the house, particularly from storerooms, attics, closets and such out-of-the-way places. If there is no city rubbish collection, or no built-in incinerator, burn the rubbish in an incinerator made of sheet metal or heavy, small mesh wire in the backyard as far away from the dwelling as possible. Where there are accumulations of old boxes, furniture, paper, combustible trash or debris, fires can get a quick start and spread rapidly. Carelessly discarded "smokes", matches or sparks from stoves or furnaces will often go out of their own accord if there is no rubbish or other combustible material to ignite. Some kinds of waste material may ignite spontaneously.

DRIVE CAREFULLY, PREVENT ACCIDENTS AND SAVE LIVES

MORE PATROLMEN NEEDED?

What can be done to stop tragic automobile accidents like the one shown at the right. Do we need twice as many highway patrolmen? No doubt you will agree. But isn't it a shame that we do need them?

Do we intentionally break a traffic law just because a cop isn't there to arrest us? We don't steal candy from the counter when the owner's back is turned, nor do we pilfer the neighbor's belongings while he is on vacation. No, we don't need a cop at every corner to keep us from stealing. We are too honest, too upright to need watching.

And yet we need strict policing to prevent our taking a life—or even losing our own. And we don't deny it.

The sight of a black and white car with a long radio antenna sure changes the habits of the right foot. It's safe and sane driving then. Eyes on the road. Safe speed. Stopping at all signs. No fancy capers. No "digging out" at green lights.

So we need more cops. Well, we aren't going to get them. Budget won't stand it. Costs too much. No, it isn't cheaper to kill people, but there is less squawking than there would be if taxes were raised to pay the extra patrolmen.

But if we drove as if there were a highway patrol car in our rearview mirror all the time, we would have, in effect, thousands of highway patrolmen.

If you don't believe it, try it. Ask the fellow you ride with to try it. Get this idea The car behind you is a highway patrol car.

The best part is not that we would have more patrolmen, but that we would have better drivers, fewer accidents, more lives saved — *MAYBE YOURS.*



gulf staters in the news

C. V. "Mike" Merriam, Baton Rouge Division Manager, has accepted chairmanship of the initial gifts division of the 1952 American Red Cross Drive in Baton Rouge, the campaign chairman has announced.

Mr. Merriam, who spent the last four of his 30-years with Gulf States in Baton Rouge, has been active in Community Chest work both in this city and Beaumont, where he resided prior to his arrival here. He won the Community Chest "Oscar" for his service during the 1951 campaign.

Eldon A. Werner, System Personnel Manager, has been elected to the position of vice president of the Baton Rouge Chamber of Commerce by the chamber members.

A native of Brockton, Massachusetts, Mr. Werner has been with Gulf States and associate companies 25 years, and has resided in Baton Rouge for 13 of them.

Henry Landry, industrial engineer in the Baton Rouge Division, has been elected first vice president of the Baton Rouge Section of the Louisiana Engineering Society and **Cooper Spengler**, supervisor of gas engineering, was elected publicity chairman, in the same meeting.

On January 10, **Harold C. Leonard**, vice president and director of Gulf States Utilities, was presented the Louisiana Engineering Society's civic achievement award—the Andrew M. Lockett Civic Activities Medal—at the 54th annual meeting of the LES.

Making the presentation was the Dean of the Louisiana State University College of Engineering, **Leo J. Lassalle**. The meeting was held in Dixon Hall on the Tulane University campus in New Orleans.

C. Frank Contois, sales manager for the Baton Rouge Division of Gulf States Utilities Co., has accepted an invitation to serve as a member of the Advisory Committee of the Baton Rouge General Hospital.

Mr. Contois, who was last year's general chairman for the Community Chest, will join with 14 prominent citizens on the Board. His term expires January 1, 1955.

It was recently announced by Joe Markley, President of the Silsbee Chamber of Commerce that **Lloyd Brannan**, Silsbee district superintendent, was one of the five persons selected by the membership to serve as a member of the board of directors for that organization during 1952.

Randy McAlpine, Beaumont sales, has been chosen as a team captain for this year's Beaumont Chamber of Commerce membership drive.

C. H. Meeks, Orange district superintendent, general chairman of the 1951 Community Chest drive, was named Chairman of the Nominating Committee to choose a slate of officers for the coming year.

C. R. Brinkley, Woodville local superintendent, was named president of the Woodville Chamber of Commerce at a recent meeting of the board of directors.

Victor P. Gayle, system director of sales promotion, was principal speaker at a

recent meeting of the Beaumont Sales Executive Club. Mr. Gayle explained various promotion techniques and showed a movie depicting the success of one of the nation's most outstanding salesmen.

Mary Lilyerstrom, Beaumont secretary to the treasurer, has been honored by the state board of the Texas Federation of Business and Professional Women, which at its recent meeting voted unanimously to recommend to the state convention that a foreign scholarship fund be designated in her name. Miss Lilyerstrom was also elected treasurer of the Y.W.C.A. board of directors at a recent meeting of that body.

Rhea Hudnall, Liberty district superintendent, was recently appointed to serve for this year on the entertainment committee of the Liberty Chamber of Commerce.

A. C. Handley, Nederland district superintendent, will serve for 1952 on the industrial and Christmas decoration committee of the Nederland Chamber of Commerce.

Fred Tenholder, Beaumont Sales, served as one of the leaders of the Beaumont Texas Heart Association fund drive for 1952. Fred was also named a vice-president of the Beaumont Boy Scout Alumni Association at its recent annual dinner.

Louis Riegel, vice-president in charge of sales, was recently named to the attendance committee of the Serra Club.

Kiwanis Club President **Gaston LeBlanc** recently appointed several Gulf Staters to serve on various committees. They are as follows: **Harry Rafferty**, system consumers accountant, Chairman of the boys and girls work committees; **T. O. Charlton**, superintendent of residential sales in Beaumont, Chairman of the attendance committee and a member of the membership committee; and **Kenneth Sutton**, advertising director, a member of the laws and regulations, programs and music and public relations committees.

J. B. Bishop, Beaumont sales, was recently appointed Chairman of the solicitations committee of the Beaumont Chamber of Commerce.

George Gilmore, Sulphur district superintendent, has been appointed chairman of the Red Cross fund drive for the city of Sulphur.

W. H. Gieseke, secretary, has been named to serve on the state and national affairs committee of the Beaumont Chamber of Commerce.

At a recent meeting of the Y.M.C.A. board of Directors, **R. J. Orrick**, system director of purchasing, was appointed to serve on the personnel, negro work, and membership committees while **R. A. McAlpine**, Beaumont sales, was named group membership representative.

HAY! NONE-Y. NONE-Y? The Senate's passing of a bill recently to end the Army's duty of providing stables for the non-existent White House horses and carriages came according to the record, nearly 20 years after the U.S. last had an equestrian President—and nearly as long after a Chief Executive last used a horse-drawn vehicle.

Ira L. Goen Dies



Ira Lester Goen, 51, with over twenty-five years of service with Gulf States and predecessor companies, died at St. Patrick's hospital in Lake Charles on February 2 after he was stricken with a heart attack. Mr. Goen was garage supervisor in Lake Charles.

He was born in Bryan, Brazos County, Texas on March 20, 1900 and attended High School in Bryan.

In 1926 he started to work for the Port Arthur Ice Company. He was transferred to Lake Charles in 1930 as a master mechanic. Mr. Goen had served in various supervisory capacities in the transportation department and was made garage supervisor on December 1, 1950.

He was a member of the Knight of Columbus and the Woodmen of the World.

Mr. Goen is survived by his wife, Mrs. Edia Goen of Lake Charles; two sons, Charles H. of Lake Charles and Lt. Ira J. Goen now of Korea; one daughter, Mrs. W. F. Kline of Clinton, Louisiana; and one sister, Mrs. J. E. Weedon of Bryan, Texas.

On behalf of employees throughout the system, Plain Talks extends deepest sympathy to his family and relatives.

Edison once said: "I must confess I never dreamed that from (the incandescent lamp) would come the stupendous electrical industry of today. The record is wonderful; but fine as it is, it can be made still better and I have a feeling that in your hands (representatives of the electric industry) it will be."



GSU GROWTH IN BATON ROUGE

"The Government never really goes into business, for it never makes ends meet. And that is the first requisite of business. It just mixes a little business with a lot of politics and no one ever gets a chance to find out what is actually going on."

THOMAS EDISON



RAYMOND T. WRIGHT, left, Huntsville District superintendent, March of Dimes drive Chairman, is shown receiving a check for \$1,108.50 from Huntsville High School Principal L. K. Westmorland. The check represents the donations from students in the Huntsville Public School System.

Wife: "The doctor looked at my tongue and said I needed a stimulant."

Husband: "Good Heavens! Not for your tongue?"



The above photograph was made at Louisiana Station during ceremonies following installation of the new 20,000 KW turbo-generator. Left to right: Jack Thornton, Alfred P. Lusk, Leo Herrington, R. Harvey Lockwood, Sam A. McKenzie, President Roy S. Nelson, Will Orgain, T. J. Hanlon, Jr., chairman of the Board of Directors, Vice President H. C. Leonard, Ed Taussig, Percy Walters, C. V. Porter, R. J. Robertson, Munger Ball, W. L. Jones, C. F. Contois, C. V. Merriam, H. V. Faber, R. K. "Chief" Wilkerson and H. B. Floyd.

Gulf States Utilities has recently increased its electric power output at Louisiana Station by 10 per cent with the installation of a new 20,000 kw steam turbo-generator which boosts the capacity from 210,000 kws to 230,000.

At ceremonies held in the power station, Vice President H. C. Leonard told assembled employees and members of the company's Board of Directors that Gulf States must continue to plan far in advance and work together to keep ahead of the growing electric power demands of what he termed one of the country's "fastest growing industrial areas."

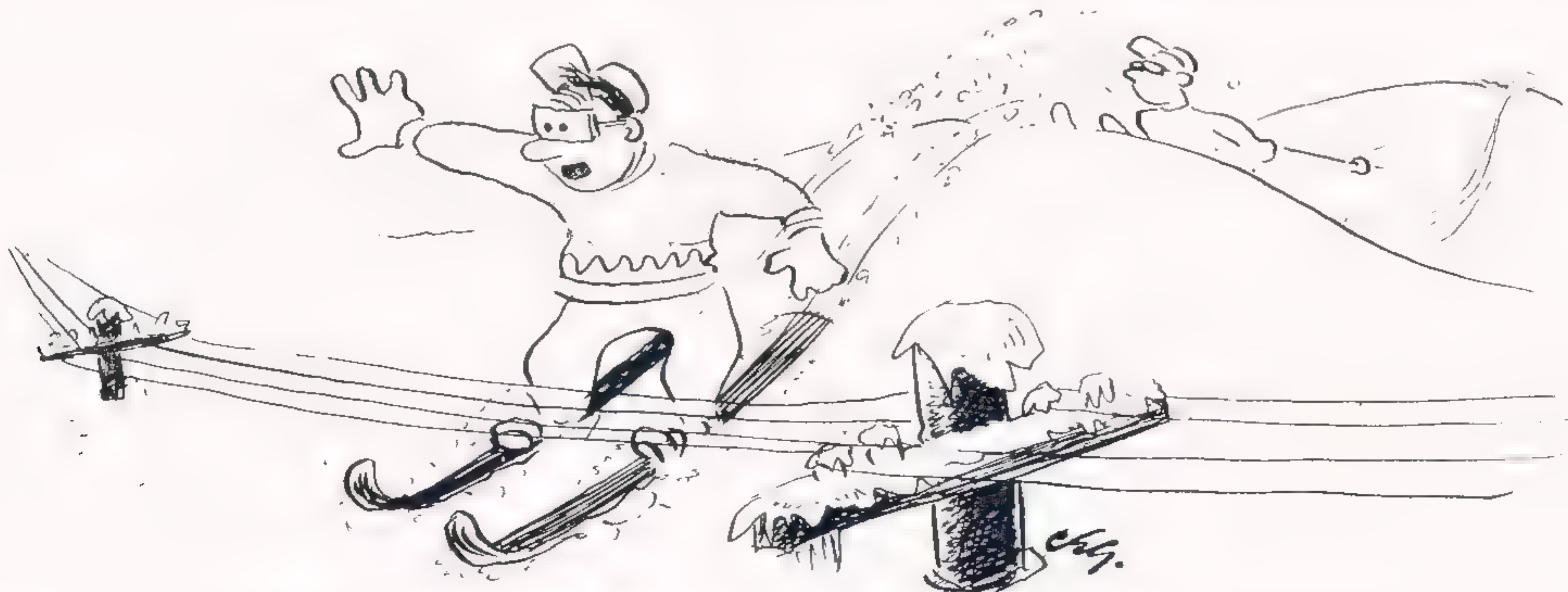
"During 1951," he said, Gulf States added 2,238 residential electric customers in the Baton Rouge area. The Gas Department, during the same period, added 2,036 residential gas customers, and 62 commercial and industrial customers.

"In order to cope with this added demand for electric power and fuel, the company has installed an average of 125 electric transformers a month during 1951, it has set 3,600 new poles, and used more than 50,000 pounds of copper a month.

"There have been 19 miles of gas mains laid in the past year, and 23 miles of new gas service lines for our additional gas customers" he said.

"During the past two years," he continued, "Gulf States has installed more street lighting than was done in the entire 50-year period prior to 1950.

Pointing out that electric power consumption is an accurate measurement of a city's growth, Mr. Leonard said that Baton Rouge's electric load had increased 400 per cent since 1940.



ONE HAZARD THAT DOESN'T BOTHER GULF STATES' CLAIM AGENT. — From Sabine Towing Company's "Gossip"

Comerford Assigned To President's Office



A recent bulletin from the office of the president announced assignment of Tom P. Comerford to Analyst in the president's office. He will report to J. J. Morrison, assistant to the president.

Mr. Comerford is a native of Middletown, Connecticut and has been associated with Gulf States and predecessors for 29 years. He began his employment with the Eastern Texas Electric Company, a predecessor company, on July 1, 1923. He was transferred to Beaumont in 1926 and has since served as assistant treasurer in Lake Charles and Baton Rouge.

Appreciative Beaumonters Sends Note For Reddy With Remittance

Dear Reddy Kilowatt:

No, you are not about to lose your job working for us. We are sorry we caused you any "shorts" concerning your usefulness. Indeed, our family institution would be, as the saying goes, "in the dark", if we should lose your services.

At times you feel you are taken for granted (like our having been gone from Beaumont for a couple of weeks and overlooking your statement), however, we know you are one of the most dependable and constant utilities we have employed, and to back up and verify what we have written to you, a check is enclosed.

Available when needed? Yes, you are always ready—Reddy Kilowatt!

Your boss,
A. Customer

M. P. Jefferson Dies



Melvin Pearl Jefferson, a veteran of 26 years with our company, died in Houston on March 3 after an extended illness. Mr. Jefferson was 63.

Mr. Jefferson was born in Leggett, Polk County, Texas on April 26, 1888, and has lived in East Texas practically all his life.

He lived in Alvin during his childhood and was educated in the public schools there. He was a resident of Orange at the time of his death.

Practically all of Mr. Jefferson's career with Gulf States has been in the production department. He began his service record with our company in Jasper, on February 1, 1926, in the old power plant there. When the Jasper system was sold to the city, he was transferred to Orange. He worked in the production and water

Baton Rouge Credit Union Elects Officers

Election of Baton Rouge Credit Union officers was held January 15, with the following officers taking office:

On the Board of Directors, Accounting Department—

Mr. Leonce Boudreaux Sales Department—Mr. Francis Warren Production (La. Stat.)—Mr. C. A. Ibach Gas (La. Stat.)—Mr. J. Cooper Spengler Transmission & Dist.—Mr. J. C. Hays Directors at Large; Henry Landry, Commercial Sales; and Cyril Dominguez, Louisiana Station.

Credit Committee:

Uptown—Jim Stelly, Lighting Engineer Government—F. G. "Red" Hornsby, General Foreman, electric transmission & distribution

Louisiana Station—A. H. Demers, operations superintendent

Supervisory Committee:

Uptown—Peter Hall, Accounting Government Street—Tom Carr, electric engineer T. & D.

Louisiana Station—Alfred P. Lusk, maintenance foreman

Board officers are Henry Landry, President; Cyril Dominguez, vice-president; Francis Warren, secretary and ass't. treasurer, and J. C. Hays, treasurer.

Officers of the Baton Rouge Short Circuit Club elected were president, Cyril Dominguez, Louisiana Station; secretary, Calvin Oubre, Louisiana Station; and as representatives Jim Stelly, Sales; Alfred Lusk, Louisiana Station; Frances Gross, Accounting; Marjorie Force, Transmission & Distribution; and E. A. "Soup" Ganier, Gas Department.

GSU '51 Annual Report Readied for Printing

In addition to handling the company's corporate affairs and the business of raising money for our construction program, the corporation department has lately been writing, editing, compiling figures and charts and handling a hundred and one items necessary to publishing our company's 1951 annual report.

Under the direction of Secretary W. H. Gieseke, the department has prepared a 44 page, four color booklet which gives all the pertinent information on the company's activities during 1951. As customary with such reports, this one too will deal primarily with the financial status of the company, but it covers in narrative style a general summary of all activities of practically all departments. Supplementing the text matter are pictures of the year's outstanding events or accomplishments or of some of the types of work or industries which contribute to the economic condition of our service area. Colored charts present graphically some of the important statistics relating to our business.

The report, is being printed for distribution on March 31. All employees as well as all stockholders will be mailed a copy of the report.

department's repair department there up until his last illness.

On behalf of Gulf Staters throughout the system, Plain Talks extends deepest sympathy to the surviving members of his family.

Edgar L. Bailey Promoted



The promotion of Edgar L. Bailey from Senior Accountant to General Accountant, Supervisory was recently announced by the office of the treasurer. Mr. Bailey will supervise the work of the General Accounting Department, other than Payroll and Plant Accounting.

Mr. Bailey began employment with Gulf States on December 1, 1928 and since that time has served in various capacities in the Accounting Department.

He was born in Leplace, Louisiana and attended Litcher High School, Litcher, Louisiana.

AMATEUR'S TAUGHT BY EX-CHAMPION



Louis Allen

Port Arthur Athletic Club boxers absorb "right" knowledge and moral support from one of the busiest erstwhile amateur "fiter's" ever turned out in Port Arthur.

Louis Allen wasn't in the limelight in Beaumont's February's Regional Golden Gloves meet, but he was as busy as ever. Allen acted as coach, trainer and match-maker until fight time, then served as second. Evidently his instructions and teaching methods are effective, for the Port Arthur team has compiled an excellent record.

Allen enjoyed splendid success in Gloves warfare, copping the regional flyweight title four times: in 1940, 1941, 1946 and 1947. He reached the semi-finals of the state tournament two times and on two occasions went as far as the finals. His wartime duty as a B-17 radar and ball-turret gunner left him little time for action inside a ring, but he found time to rule as featherweight titlist of the Eighth Air Force.

Allen, 27 is in the Production Department at the Power Plant, in Port Arthur, Texas.

Births

Mr. and Mrs. Renee De Blanc announce the birth of a girl, Brenda Ruth, on February 18. Mr. DeBlanc is in Production at Riverside Station.

Mr. and Mrs. Rudy C. Williams announce the birth of a boy, Richard Harding, 7 lbs. 12 ozs., on Jan. 12. Mrs. Williams, the former Jean Hilliard of Beaumont Switchboard, is the daughter of Mrs. George Hilliard, Beaumont Sales Receptionist.

Mr. and Mrs. Brooks Bishop became the proud parents of a girl, Victoria Jean, 7 lbs. 9¼ ozs., on January 31. Brooks, Beaumont Sales, passed cigars out all around, and the new addition's grandfather, Pat Bishop, Beaumont Sales, was sporting a big smile.

Mr. and Mrs. Richard Shelton announce the arrival of a boy, Steven Wayne, 6 lbs. 10½ ozs., on February 3. Mr. Shelton is in Baton Rouge Production.

Mr. and Mrs. N. L. Romero became the parents of a boy, Norbet Gene, 8 lbs. 4½ ozs., on February 8. Mr. Romero is in Port Arthur T&D.

Mr. and Mrs. Cecil D. Gayle announce the birth of a boy, Larry Doyle, 9 lbs. 10 ozs., on January 22. Mr. Gayle is in Navasota T&D.

Mr. and Mrs. Kenneth J. Marshall are the proud parents of a fine 8 lbs. 7 oz. boy, Stephen Gary, born January 29. Mrs. (Gulah) Marshall is of Beaumont Switchboard.

Mr. and Mrs. Marvin Goodman became the parents of a girl, Kathleen Anne, on February 3. Mr. Goodman is in Lake Charles T&D.

On December 19, 1951, Albert Buller, Lake Charles T&D, became the proud grandfather to twin girls, Claudette Marie and Brenda Sue Landry. Previously, Albert talked of nothing but fishing but now his major topic of conservation is his new granddaughters.

Mr. and Mrs. Leroy Winbush became the proud parents of twins, a boy and a girl, Floyd and Flora, on February 26. Mr. Winbush is in Production at Riverside Station.

Mr. and Mrs. Richard Corkran are the parents of a girl, Linda Gayle, born February 23. Mr. Corkran is in Production at Riverside Station.



HAWAIIAN VISITORS — Mr. and Mrs. Phillip Newman, Sr., center, greet their son and his wife, Lt. and Mrs. Phillip Newman, Jr., far right and far left, during their recent vacation in the Hawaiian Islands. Lt. Newman is medical officer for Subron One. Mr. Newman, Sr., is supervisor of sales in Navasota.

Mr. and Mrs. A. L. Whitson, Jr. announce the birth of a boy, Richard Wayne, 6 lbs. 7 ozs. on February 21. Mr. Whitson is in Production at Neches Station.

Mr. and Mrs. Leonard P. Saurage became the proud parents of a boy, Ronald Paul, 7 lbs. 14 ozs., on February 6 at the Baton Rouge general hospital. Mr. Saurage is in the Baton Rouge T&D department.

Mr. and Mrs. Charles D. Suitt announce the birth of a daughter, Sandra Eileen, 7 lbs. 8 oz., on February 13. Mr. Suitt is in the Beaumont T&D.

Mr. and Mrs. Billy L. Toups are the parents of a daughter, Belinda Lorraine, 7 lbs. 2 ozs., born February 26. Mr. Toups is in the Beaumont T&D.

The father was reading to his small son when he came to this sentence: "The jackass trotted down the street."

"Daddy, what's a jackass?"

"Do you mean to look me in the fact and tell me you don't know what a jackass is?"



GROWING WITH GULF STATES

Engaged

Mr. and Mrs. F. P. Dean of Nederland recently announced the engagement of their daughter, Shirley Ann, Beaumont Purchasing, to Emmett H. McKenzie, also of Nederland. The wedding will be an event of Sunday, March 30, 1952. Miss Dean attended Lamar State College of Technology. Mr. McKenzie was graduated from Southern Methodist University in Dallas and is now a member of the Coaching Staff at Nederland High School.

The engagement of Miss Wanda Lewis, Beaumont Sales, to Lt. Edward G. Hodges was consummated in marriage on March 15 at the First Methodist Church in Beaumont.

Miss Lewis was graduated from Lamar College before affiliating with Gulf States. Lt. Hodges, who is now stationed at Camp Chaffee, Arkansas, is a graduate of Texas A & M College and formerly of Beaumont Sales.

"For a man who has no experience you certainly ask a high wage," said the employer to the young applicant.

"Well," replied the prospect, "the work is so much harder when you don't know anything about it."



JACK EDWARD FARRAR (left) age five, is the son of Mr. and Mrs. Stanley B. Farrer. Mr. Farrar is in the Maintenance Department at Louisiana Station. **ROSEMARY FLOYD**, (second from left) age 9, is in the fourth grade and is the daughter of Mr. and Mrs. Henry B. Floyd. Her pop is in the Maintenance Department at Louisiana Station.

The children in the photograph second from right are **ROBERT JOE DUE**, age ten months, and **SHARON ROSE DUE**, age 9, son and daughter of Mr. and Mrs. W. W. Due. Mr. Due is in the Service Department, Beaumont.

ROBERT ALAN DREW, right, age three, is the son of Mr. and Mrs. Norbert B. Drew. Mr. Drew is in the Operations Department at Louisiana Station.



SCIENCE QUESTION BOX

Here are explanations for some of the phenomena of nature which at some time or other has caused most of us to wonder. The answers have been prepared by scientists of the General Electric Research Laboratory.

Q: What are the largest steam turbines, reciprocating engines and diesel engines?

A: The largest steam turbines are around 160,000 kilowatts, whereas the largest reciprocating steam engines are about 7500 kilowatts. Their efficiency is approximately 18 per cent, less than half that of the turbines. The largest commercial size diesel engine, for driving AC electrical generators, is about 6000 kilowatts.

Q: How fast do the finger nails grow?

A: Though it varies, they grow on the average about an eighth of an inch per month. If there is no disease, it will usually take about 160 days to grow a completely new nail.

Q: How was the speed of light measured?

A: This was first accomplished in 1675 by a Danish astronomer named Roemer, from observations of the moons of Jupiter as they went into eclipse in the planet's shadow. It was found that the eclipses were sometimes earlier and sometimes later than predicted, varying as much as eight minutes from the expected times. Roemer found they were early when the Earth and Jupiter were both on the same side of the Sun, and late when the two planets were in opposite directions from the Sun. Thus he concluded, correctly, that their light required about 16 minutes to travel the diameter of the Earth's orbit and that this accounted for the discrepancies between observed and predicted times. In more recent years scientists have developed laboratory methods of measuring the velocity, in which brief pulses of light are sent to a distant mirror, and accurate measurements made of the time they take to return to the starting point.

Q: What are the colored stones which may be dropped in some chemical solution to form plant-like growths?

A: This is called a "silica garden." The liquid is a solution of sodium silicate, commonly called "water glass," which is sometimes used for preserving eggs. It should be diluted so that it is a little more dense than plain water. The stones are crystals of such compounds as the sulfates of copper, nickel, chromium and manganese. If these are dropped into the water glass solution they react with it to form insoluble silicates of the metals, which grow upwards in gelatinous plant-like shoots of various colors.

Q: How much coal is there left to mine in the United States?

A: According to a recent report, issued by the U. S. Geological Survey, somewhat over 24,000,000,000 tons of bituminous coal have already been produced in the United States, while of what remains more than 616,300,000,000 tons are still recoverable, assuming 50 per cent recovery of these reserves. With all kinds, that is, bituminous, subbituminous, lignite, anthracite and semi-anthracite, nearly 30,000,000,000 tons have been mined while over 1,200,000,000,000 tons are still capable of recovery. If our use of coal continued at the same average annual rate as between 1940 and 1950, this would last until the year 3563.

Q: What is the food value of mushrooms?

A: An average portion, of about seven common mushrooms, contributes 12 calories to the diet, which is not very high, since a slice of white bread furnishes about 60 calories. A third of a cup of canned mushrooms, a comparable amount, will give about 44 calories. They are a fairly good source of phosphorus, one of the essential minerals.

Q: Do the seasons always begin on the same day of the year?

A: No, they do not. The seasons are usually considered as quarters of the year, marked by the vernal equinox, the summer solstice, the autumnal equinox and the winter solstice. These are determined by various positions of the Sun in its apparent annual movement about the sky (actually the result of the Earth's movement about the Sun). In 1950 the vernal equinox (beginning of spring in the northern hemisphere) came on March 20, but in 1946 and 1947, by eastern standard time, it came on March 21. By the middle of the 21st century, it will frequently come as early as March 19, though at the beginning of the 22nd century it will come on the 21st once more.



BETA SIGMA PHI QUEEN—Mrs. Talbot Carlisle, Beaumont Accounting, was crowned queen of Beta Sigma Phi Sorority at the annual Sweetheart ball of Beaumont Chapters at the Edson Hotel on February 9. At the left is Mayor Otho Plummer, who crowned the 1952 queen. At the right is Walter W. Ross of Kansas City, Missouri, founder and national president of Beta Sigma Phi.

VACATIONERS TO FIND NO REDDY KILOWATT ABROAD

States-bound Americans, whose vacation dreams include a romantic cruise to old Italy or a pilgrimage to ancient Rome, may find the December 1950 issue of "All Hands"—a Navy publication—quite shattering, according to Doug Latimer, commercial sales engineer and ex-gob, from Baton Rouge.

Always interested in how other cities compare with his own, Doug red-pencilled an article in the "Bulletin Board" section of the Navy outlet, which went as follows:

"Rome—Utilities. Lighting voltage varies from 90 to 130 volts and is seldom steady. Industrial current is available for cooking and heating at 220 volts, 45 cycles. All heaters and cooking equipment should, therefore, be wired to operate on 220 volts because the price of industrial current is about half that of lighting current. Better check with the manufacturer to see if a standard U. S. 60 cycle refrigerator will operate on 45 cycles or can be modified to do so."

But don't leave town looking for that good old American type electricity, Doug warns, because it gets worse before it gets better. For instance:

"Naples—Utilities. Electricity is irregular because of the high load, poor equipment and insufficient productive facilities. Gas may be used for cooking in some parts of Naples but the pressure is very low. Industrial current, rated at 260 volts, 50 cycles, can be used with reasonable cost for cooking, water heating, ironing and refrigeration."

Stay West, Americans!



SERVICE AND SMILES—These three young ladies in the persons of, left to right, Helen Head, Zoe Withers, and Gulah Marshall are largely responsible for the smiling telephone service in Beaumont. A third switchboard position was installed during December, adding sixty new stations and bringing the total to 260 stations. The placing of two new trunk lines brings the total number to 18.

Thomas Edison

(Continued from Page 5)

Edison's work in producing the incandescent lamp is one of the greatest research stories in history. Test after test was made to find some filament which would glow in a vacuum. All year long, Edison and his staff of 40 men labored 18 to 20 hours a day.

attempts, a carbonized thread was placed in the glass bulb, the air exhausted and the bulb sealed. The current was turned on and the electric light bulb burned for 45 hours. Edison later said, "We sat and looked, and the lamp continued to burn, and the longer it burned the more fascinated we were. None of us could go to bed."

Now Edison set about to build a central power station and to devise the famous Edison distribution system and other equipment to supply the public with electric lighting. All told, he produced 360 inventions so that electric power and light could be made more practicable.

In 1880 Edison placed his first electric system into commercial use. The Edison Electric Illuminating Company of New York began to serve that great metropolis.

Great as were his achievements, Edison continued his research work. In 1897 he moved his laboratory to West Orange, New Jersey, where he invented the first motion picture machine.

During World War I he rendered valuable service to the government on many research problems. As Edison reached his later years, he established a winter laboratory at Fort Myers in Florida and at the age of 80 was still continuing his experimental work.

In his 83rd year on October 21, 1929, Edison was a central figure in the celebration of the Golden Jubilee of Light. He had lived to see just how great the

Vast Louisiana Chemical Program Underway

The expansion in the chemical and gasoline industries of the Lake Charles area, either underway or planned, amounts to \$68,000,000, it was reported by the South Texas National Bank of Houston recently. The total cost of the Lake Charles chemical expansion program was said to be \$42,246,641, which represents nearly 20 per cent of all chemical expansion programs in Louisiana. The refinery and gasoline plant expansion in Lake Charles for one plant, Continental Oil Company, was set at \$26,650,000. In the chemical industry, Lake Charles projects were listed as follows: American Petrochemical Corporation plant, \$20,000,000, ethylene and other chemicals; Davison chemical corporation, \$5,459,750, petroleum cracking catalyst; Anderson Chemical Corporation, \$2,266,891, anhydrous ammonia; Mathieson Chemical Corporation, \$2,150,000, hydracine; Columbia-Southern Chemical Corporation, \$10,980,000, chlorine-caustic; United Carbon Company, \$2,290,000, carbon black. Also listed was a \$26,650,000 expansion program for the Cities Service Refining Corporation for aviation gasoline.

electric industry had become and what had been accomplished in this 50 year period.

Two years later on October 18, 1931, Thomas Edison was laid to rest. He had labored long. His life was filled with achievement and today our country and the entire world lives better and more comfortably because of his efforts. He illuminated the path of progress and lightened labor for mankind. Thomas Alva Edison was truly a great man.

Press Lauds Baton Rouge Gulf Staters On Chest Work

Recent stories in the Baton Rouge newspapers concerning the success of the 1951-1952 Community Chest drive have brought feelings of pride to the many Gulf Staters who worked long and hard to make the campaign the most successful in the city's history.

A sum of \$256,000, or approximately 93 per cent of the goal, was raised—an amount \$30,000 greater than was raised the previous year and \$5,000 greater than has ever been raised in the entire history of the Community Chest in Baton Rouge.

Frank Contois, Sales Manager for the Baton Rouge Division, and Chairman of the drive, is especially proud of the new plaque adorning his office wall. Presented to him by the President of the Baton Rouge Community Chest, Mr. Douglas Manship, the plaque represents nearly seven months of unstinting effort by Mr. Contois and his organization to put the drive over the top.

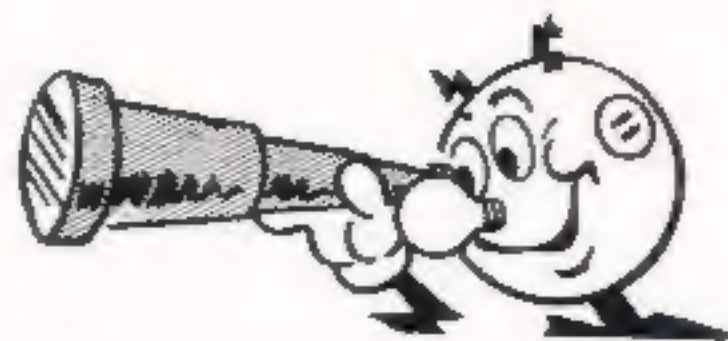
Mr. Contois pointed out that the plaque was for "outstanding service" during the 1951-1952 drive, and commented, "This award is certainly gratifying to me personally, but there are a lot of people both in the company and out of it who were responsible for making this drive the best we've ever had."

Company Chest workers singled out for praise were C. V. "Mike" Merriam, A. J. Blanchard, Marcus Andrews, Louis Christian, Alfred Lusk, Bill Goff, Murry Martin, Floyd Gonzales, Cooper Spengler, Sharkey Bergeron, Joe Mayeaux, Leo Herrington, A. B. Cross, W. P. Gautreaux, Lester Landry, Louis G. Sanchez, J. C. Melancon, Jack Donaldson, Sam McKenzie, Al Thornton, and A. J. DeArmond.

Joe DeJean, now in Beaumont, was singled out for recognition for his tireless efforts. Mrs. Yvonne Cooper and Miss Frances Gross, who rehearsed Community Chest songs arranged by DeJean, also were lauded.



A PEEK AT THE T2A9



1927

R. J. Orrick succeeded Mr. Steele as Purchasing Agent. Mr. Orrick has been with the company a little more than a year and was formerly connected with the Accounting Department.

Jake Hagler has returned to the meter department here after working for the Houston Power and Light Co. in Houston.

Mr. Russell M. Dunn, District Representative No. 6 was employed by the Company as Appliance Salesman and Meter Reader. His territory will be Trinity and Groveton.

1932

Raymond T. Wright, Assistant Treasurer of the Louisiana Division of Gulf States Utilities Co. since 1928, has been transferred to Orange, Texas, where he will take over the duties as Superintendent of that office.

Work on the new distribution system for the town of St. Martinville, La., which was started the latter part of December, will be completed sometime this month.

Effective February 1st, Pat Bishop, former Superintendent of Merchandise in the Port Arthur Division, was transferred to the Beaumont office where he took over the duties of Supervisor of District Representatives.

1937

L. R. Eddins was transferred to Neches Station, February 1, as Maintenance Foreman. Robert Guidry has taken his place as Office Engineer in Mr. Fulton's office.

Mr. and Mrs. H. C. Davidson are the proud parents of a baby girl born at St. Therese Hospital, February 12. This makes the score 2 and one for Dave, (2 boys and 1 girl).

George Dunlop, formerly with the Savannah Electric and Power Co., Savannah, Georgia, will succeed Mr. Clements as Assistant Chief Clerk. He will take over the work on or about March 8th.

1942

Add new poppas . . . Roy Hudspeth, Dayton, a daughter Leanita Nell arrived January 3 . . . Val Blanchette, Winnie sales and service, a daughter Valerie Ann on December 23.

WITH THE COLORS . . .

Army—Lt. Austin Mary, Baton Rouge electric engineering . . . Louis Christian, formerly in Lake Charles sales, sports a corporal's stripe now . . . R. A. McAlpine, Beaumont DR . . . E. L. Maris, Franklin cashier . . . Luther Risher, formerly in Jennings office is another now a corporal . . . Kenny Jumel, Baton Rouge accounting, back in khaki and the finance division . . .

Navy—Jimmy Derr, Louisiana Station training at San Diego . . .

FIELDS ORDAINED BAPTIST MINISTER

Rev. Lawyer Fields, Production Louisiana Station, a native of Baton Rouge, was ordained pastor of the Greater Mount Carmel Baptist Church on January 20, 1952. He succeeds the late Rev. Lewis Brown. The ordainment sermon was given by Rev. E. D. Billoups, president of the Fourth District Baptist Association.



Rev. Fields began employment with the company on December 22, 1930.

"NAME GAME" PROVES NEW PASTIME

Beaumonters are having fun with a new pastime, "name game."

The game makes a play on words on someone's surname in the following manner. "I wouldn't mind being a suit if Robert was the Taylor" or "I would like to be a vegetable if Ann was my Gardner."

Beaumont H. P. Robichau, billing supervisor, found a number of girls in the billing and customer accounts departments whose names work in the game. Here are some his billing department gals in "name game."

I'd like to take up fishing if Charlott was the **Bass**.

I'd like to hear the alarm if Sue was the **Bell**.

I'd be in regular attendance if Theda was the **Church**.

I'd like to be a miner if Retha was the **Collier**.

I'd throw away my diet if Lucille was the **Cook**.

I'd buy a set of sterling if Beatrice was the **Rogers**.

The ignition would be no trouble if Flora Nell was the **Sparks**.

Do the folks working in your town or department have names that would fit in "name game?"

1947

Mr. and Mrs. Charles J. Gary, who welcomed a daughter, Marie Evelyn born November 4. Charles works in Lafayette sales.

Ralph Spafford, Beaumont residential sales representative, who welcomed the arrival of another daughter on January 3. The young lady weighed better than 7 lbs. has been named Deborah Maud.

Hubert Cammack, Beaumont substation, who is the proud father of a seven pound daughter, Barbara Yvonne, born December 28.

Raymond T. Wright, district superintendent at Huntsville, is all smiles these days over the fact that he is a grandpa as of January 8. A girl, Carol Lynne, was born on that date to Mr. and Mrs. Robert A. Werner, at Conroe. Mrs. Werner is Raymond's daughter.

Kenneth Jumel, Baton Rouge accounting, was recently awarded the Bronze Star Medal.

R. E. Compton, formerly district serviceman at Lafayette, was promoted to line foreman during December. He will remain at Lafayette.



QUARTERLY SUPERINTENDENTS MEETING, W. P. S. Co. Bryan, Texas, May 11, 1926.

Front row, left to right: V. B. Hereford, supt., Cleveland; J. L. Crouch, district supt., Calvert; C. S. Crawley, meterman, Navasota; G. B. Williams, supt., Franklin; D. L. Murphy, chief eng., Bryan; W. E. Farmer, supt., Bryan; L. C. Singleton, claim agent, Beaumont; L. C. McClurkin, com. agt., Navasota; T. M. Keiller, asst. to oper. mgr., Beaumont; J. D. Bullington, supt., Groveton; D. W. Largent, supt., Madisonville; W. A. Scott, supt., Hearne; A. R. Wilson, cashier, Conroe.

Standing (ladies) left to right: Mrs. V. B. Hereford; Mrs. G. B. Williams; Tommye Brooks, relief cashier, Somerville; Mrs. Wills, Groveton; Julia Peterson, sect., to Mr. Francis, Navasota; Elizabeth Kilpatrick, clerk, Navasota; Nora Ward, clerk, Bryan; Kathleen Keelan, steno., Navasota; Agnes Jameson, sect., to Mr. Freeman, Navasota; Inez Wills, cashier, Groveton; Ruby Hodges, clerk, Huntsville; Mrs. V. H. Francis; Teresa Marquess, clerk, Calvert; Mrs. S. R. Hereford; Ethel Dean, cashier, Calvert; Mrs. J. L. Crouch; Bitha Welch, cashier, Cleveland; Willie Norville, cashier, Caldwell.

Standing, (Men), left to right: C. O. Wilson, supt., Somerville; R. I. Morrison, auditing dept., Beaumont; B. H. Schumacher, supt., Caldwell; Paul Freeman, div. supt., Navasota; J. H. Hill, supt., Trinity; W. T. Thagard, Jr., supt., Kosse; B. E. Milliken, genl. storekeeper, Beaumont; V. H. Francis, supt., Navasota; Prof. M. C. Hughes, A & M College; S. R. Hereford, supt., Conroe; J. I. Blucher, supt., Huntsville; V. P. Gayle, cashier, Bryan; Carlton Ely, cashier, Huntsville.



Inflation... can crush you!

WHAT is inflation, anyway? It's a BIG danger bred by LITTLE things . . . things that in themselves seem penny ante. A few cents more for wages . . . a few pennies added to prices . . . the cost of living creeping up another notch. Bit by bit, day by day, all squeezing a little more life out of your dollar. Unless stopped, inflation can destroy you, your family, your country.

We can fight inflation by facing this danger. This calls for strong government action—and solid support from everyone of us along the lines indicated at right. Let's all pull together.

WHAT YOU CAN DO ABOUT IT!

It will take *all* of us—America's 150 million people to lick inflation. Here's how you can help:

- ★ Buy only what you need—use credit carefully
- ★ Help turn out more goods
- ★ Help hold the line on prices and wages
- ★ Fight government extravagance
- ★ Support budget-balancing taxes
- ★ Save—Invest—Buy Defense Bonds

IT WILL TAKE ALL 150 MILLION OF US TO LICK INFLATION



WILL YOU GET YOURS IN 1952?



The Safe Driver Award is presented to employees who drive a car in connection with their job — if they have no chargeable accident during a calendar year. The No Accident Award (below) is presented to T & D employees who do not have a lost time accident charged to them for a one year period.



It's an honor to be able to wear one or both of these medals — but to earn one means more than merely being honored! It means you did not have to suffer the pain of injury; it means that you and your family did not have to worry because you were hurt; it could mean that you did not have on your conscience someone else's injury or death. Really, it adds up to meaning peace of mind plus doing your job right. We hope you get yours in '52.



DRIVE CAREFULLY — THE LIFE YOU SAVE MAY BE YOUR OWN.